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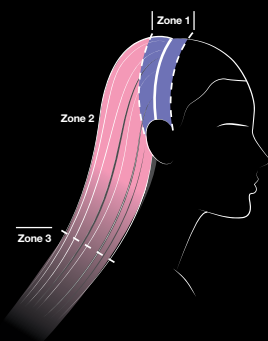
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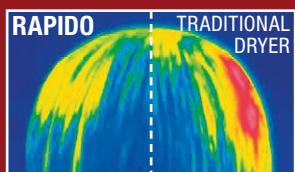


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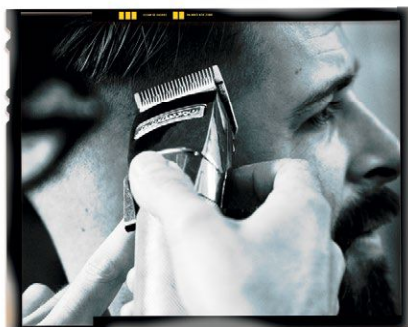
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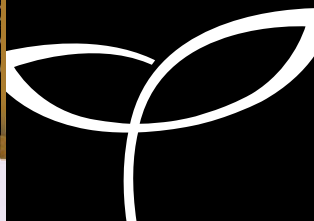
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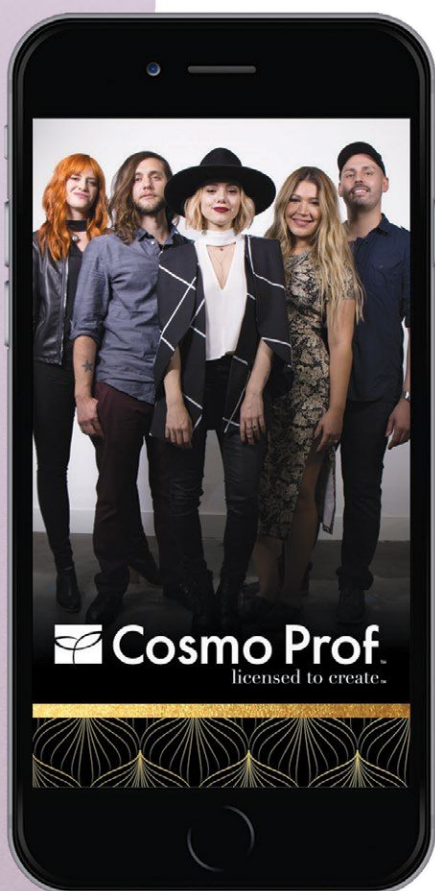
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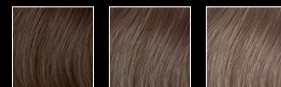
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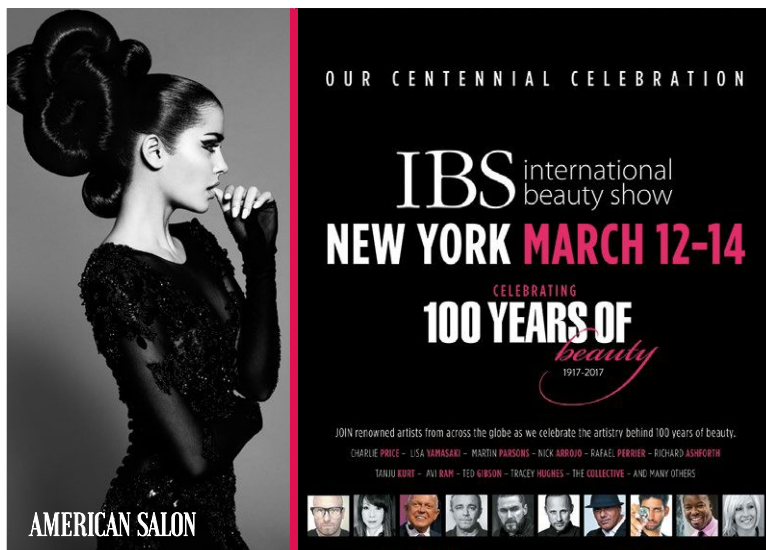
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EDITOR'S LETTER

#LEGACY

American Salon is looking to the future with an eye on the past as we celebrate 140 years of beauty-making history.



PHOTOGRAPHY: PETE NGUYEN

LET'S FACE IT, there aren't too many things that are 140 years old in this country. The first skyscraper—which many consider to be Chicago's Home Insurance Building—wasn't built until 1884. New York's subway system didn't truly get started until 1904 and, as many of us know, even a woman's right to vote isn't yet a century old, since the 19th Amendment wasn't ratified until 1920. Yet *American Salon*, which was founded in 1877 as a 12-page pamphlet then called *The American Hairdresser*, has been reporting hair trends and offering business advice for 140 years. Talk about legacy!

It's very humbling to take the position of Editor in Chief for a magazine with this kind of history and pedigree, even with the decade-plus experience I have in this industry. But more than that, the prospect is thrilling! We are in an age of flux—in the span of less than 10 years, social media has transformed the way we communicate, get information and learn. People are no longer limited by their location. Education is available whenever and wherever and, since trends cross boundaries at lightning speed, Insta-stars aren't only coming from traditional artistic epicenters anymore. Just look to talents like Ricardo Santiago (@stylistricardosantiago) of Orlando, Florida; Ursula Goff (@uggoff) from Wellington, Kansas; or Shelley Gregory (@shelleygregoryhair) of Las Vegas, Nevada.

My hope for the coming months and years is to continue to bring you the latest in trends and technique, amazing inspirational and aspirational imagery, and news and information to help you continue to build your career. Also, my team and I are working hand-in-hand to unify the digital and print spheres, creating content that comes to life in the magazine as well as online. I am so excited about taking the next step with you in this journey, looking to the future with an eye on what came before, since I do believe the past influences our tomorrow.

Come along, and enjoy the ride!

—Amy Dodds, Editor in Chief
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IN REMEMBRANCE

IN JANUARY, THE INDUSTRY LOST A LEADER—as well as a big piece of our collective community's heart and soul. *American Salon* was fortunate enough to have the late Fabio Sementilli sit down with us last year for our acclaimed *Artist Stories* video series. After the news of his passing, I watched the video again and a list of adjectives came pouring into my mind:

- Authentic
- Engaged
- Consistent
- Committed
- Inquisitive
- Competitive
- A hairdresser at heart*

Wrap all of that up in a bow he calls "family," both personal and professional, and I'd argue that you not



**"OUR SOLE RESPONSIBILITY
IS TO SERVE OUR BOSS, THE
HAIRDRESSER."** —Fabio Sementilli,
Coty VP of Education

only define Fabio, the man adored around the globe, but also have a list of many attributes that lead to success in career and life.

When Fabio says, "Our sole responsibility is to serve our boss, the professional hairdresser," he reminds (and instructs) all of us whose day-to-day work is to support salon professionals to never forget the "why" behind our jobs. Perhaps more importantly, he reminds us who the boss really is—an empowering statement that clearly defines the relationship between brands (including this one) and our customers (and audience).

Fabio told me in his interview that he hoped to one day be remembered, in part, for the positive influence he'd had on so many hairdressers—for giving them a hand, a leg up or some good advice—and for the relationships he'd built, both with friends and family. As with most things he set his mind to accomplish, Fabio far exceeded this goal, as is evidenced by the outpouring of love and affection expressed in the time since his passing. You need look no further than page 124 to find how his peers felt about his contributions to the industry he loved passionately. To watch the *Artist Story* video interview with Fabio, visit www.americansalon.com/fabio.

—Gordon Miller ☺
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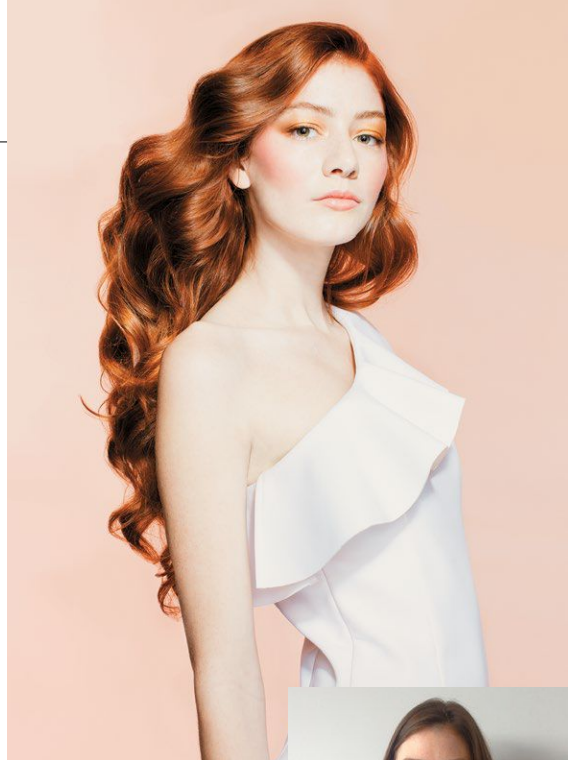
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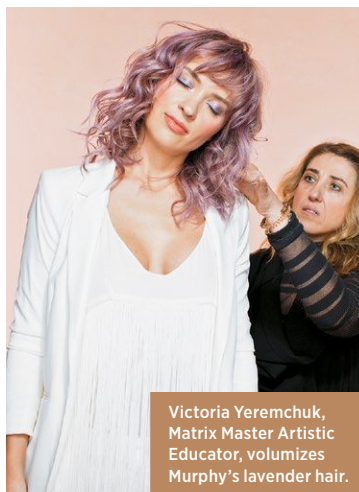


(front row, left to right) Alli Grimes, Ekaterina Murphy and George Papanikolas; (back row, left to right) Robert Santana, Carmen Peruzzini and Victoria Yeremchuk



Grimes at the model casting

WHEN **ALLI GRIMES**, our cover model, walked into the casting, she was a brunette. But the education team at **Matrix** saw something else in her. Detecting natural auburn undertones in her hair, they instantly envisioned her as a beautiful, blended-bronze redhead. “I’m a little nervous getting the color done,” said Grimes, “but it’s exciting. I’ve never been a redhead before.” George Papanikolas, **Matrix** Celebrity Stylist, meticulously applied **Matrix SoColor** in a Dark Copper Golden Blonde at the roots and a Medium Blonde Copper on the mid-length and ends. As he blew out her newly colored hair, you could see Grimes come to life in the chair. He stepped away to grab a styling product, and Grimes couldn’t resist touching her hair while gazing in the mirror. And on set the next day, she was completely sold. “I’m totally keeping this color,” Grimes said. “I think it’s going to launch my career.” Our other two models felt the same way. “When my grandma saw this color, she told me, ‘You’re staying that shade,’” said Carmen Peruzzini about her new mocha-red hair color. “And believe me, my grandma’s a tough critic.” Ekaterina Murphy, the boldest of the bunch, couldn’t stop running her hands through her new lavender locks. “I always wanted to try this color,” said Murphy. Each of our models completely owned their **Matrix SoColor** shade on set—and they were all playing for keeps.



Victoria Yeremchuk, Matrix Master Artistic Educator, volumizes Murphy’s lavender hair.



Papanikolas perfects Grimes’ bronze waves.



Robert Santana, Matrix Global Artistic Director, gives Peruzzini’s mocha-red hair a finishing touch.

PHOTOGRAPHER **Amber Gray**
PRODUCER **Andrea Dawn Clark**
LEAD HAIR STYLISTS
George Papanikolas, Robert Santana, Victoria Yeremchuk
ASSISTANT HAIR STYLISTS
Danielle DeVito, Amanda Epstein
MAKEUP ARTIST **Mykel Renner**
FASHION STYLIST **Rod Novoa**



WANT TO SEE MORE OF OUR MARCH COVER SHOOT?

Check out our behind-the-scenes video at americansalon.com/matrixsocolor

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PARIS

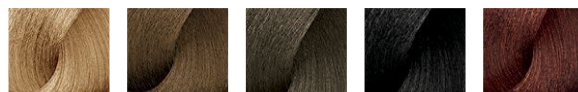
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HAIRBRAINED

WRITTEN BY Sarah Federico PHOTOGRAPHER Marie-Claire Bozant



Simulating a grassroots movement, the Hairbrained Video Awards (HVA) encourages stylists from varied backgrounds to capture their work in action—and these encapsulated moments vividly illustrate the essence of Hb's craft hairdressing community. "There's nothing like the HVAs," says James Mould, Hairbrained member and current HVA nominee. "The award allows people to see *real* craft hair. Combining music and video allows artists to take their work to another level, and create feeling or even provoke emotion." The vivid and clever footage tells valuable stories about the craft, and through these stories, our community becomes more tightly woven.

Our 2016 application process has come to a close, but the best is yet to come. Our inclusive HVA event blends equal parts raucous

"HVAs are like the Oscars for the hairdressing community."

party with an informal-style awards ceremony, and it's arguably one of the most anticipated hair events of the year. "The HVA party is like no other," says Mould. "The incredible community that Hairbrained has created is brought together in one room." Douglas McCoy of House of POP agrees: "You can't deny the cool factor of the HVAs. It's like the Oscars for the hairdressing community. And whether you win an award, are nominated, or are just attending the HVAs, it's a pretty amazing thing to be a part of."

This year's HVA4 awards take place in New York City on Sunday, March 12, 2017, at Arena NYC, a swanky, upscale nightclub in the city's center. Hairbrained is sending out a craft-wide invitation: Join us in solidifying community ties. Tickets are limited, so visit hairbrained.pro to get yours today.



HVA3 "Video of the Year" winner, Adam Federico

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Guido

The Wet Set

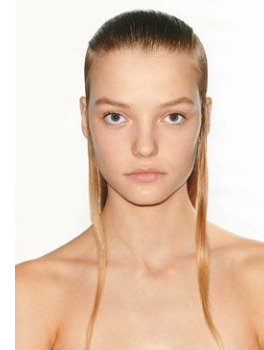
REDKEN GLOBAL CREATIVE DIRECTOR GUIDO TALKS ABOUT THE RETURN OF GELLED LOOKS.

From the shellacked updo at Givenchy to the half-wet/half-dry hair at Alexander McQueen to the messy, grungy look at Coach, gel made a major comeback at this season's shows. As the hallmark styling product of the '80s, it's no surprise that with the current throwback to the decade's fashion, gel has also made a return—but with an updated formula and new technology for modern use. "It's interesting how you can use gel to change a conventional look," says Guido, Redken Global Creative Director. "It really shows how versatile of a styling product it can be."



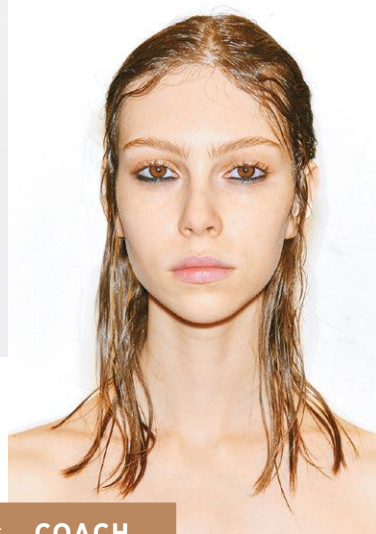
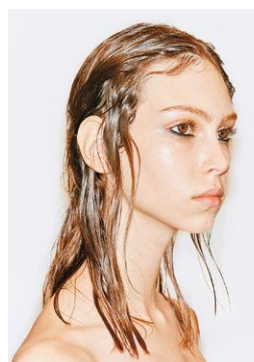
GIVENCHY

At Givenchy, Guido relied on **Redken Hardwear 16** to create the futuristic, helmet-like look. "The gel is the star product for achieving this super-strong look in the hair. Using the shine you get from gel to create a shellacked look or hard texture makes the hairstyle much more impactful," says Guido. "It's such a different look to see hair with that much product in it, while still looking elegant."



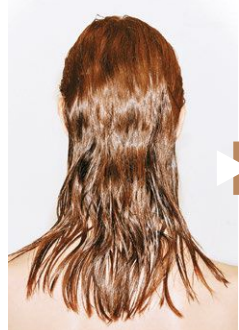
ALEXANDER MCQUEEN

"It's a very sculptural hair specific to the head shape at Alexander McQueen," says Guido. He heavily sprayed **Redken Forceful 23** onto the mid-section of hair, starting at the back of the head and moving up toward the forehead, soaking it in product for extreme hold.



COACH

Guido added a heavy dose of **Redken Diamond Oil High Shine Airy Mist** for intentional weight and shine. The overall effect? A tough, cool-girl feeling with a strong middle part and free ends for a boyish look.



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SHOW BIZ

THE MANE EVENT

Runways looks from the Arrojo Trend '17 Presentation



Mister Wallace puts on an over-the-top performance



WRITTEN BY Maureen Sheen
PHOTOGRAPHY AKLØ

The Arrojo runway at Marquee



One of the models from Sonic Boom backstage

Arrojo Expo 2016

THE SIXTH ANNUAL ARROJO EXPO, held this past October in New York City, brought together hundreds of professionals for a weekend of education, inspiration and celebration.

An opening "Welcome to NYC" cocktail party kicked off the Expo extravaganza with a men's presentation called *Alpha* by Rea Winter, Paul Merritt and Crystal Blu. The collection captured the current zeitgeist of men's styling and grooming, and officially announced a new fashion-forward men's barbering and grooming program at the **Arrojo** Cosmetology School starting in 2017.

More than 150 attendees practiced key trends and techniques from three new collections for 2017. Under the guidance of **Arrojo** master

Excited revelers wowed by Mister Wallace



stylists at the education facilities in SoHo and Tribeca, attendees were taken through new techniques in hair sewing, razor cutting, root waving and hair painting. Outside the classroom, a two-day *Business Success Symposium* featured a world-class roster of guests alongside Nick Arrojo, including Patrick McIvor, Jeff Mason, Gordon Nelson and Jeff South.

Last but not least, the **Arrojo** Trend '17 Presentation, overseen by Creative Director Lina Arrojo, was revealed at the Sunday Night Party held at Marquee nightclub, complete with an unforgettable performance by Mister Wallace. The three new collections—*Sugar Candy*, *Undefined* and *Sonic Boom*—showcased styles inspired by 1990s streetwear, creating a wide range of colorful, textured, urban and edgy looks. "We are so proud to have created America's biggest independent hair show," says Founder Nick Arrojo. "But more importantly, to share it with so many like-minded professionals."



One of the models from Sonic Boom backstage

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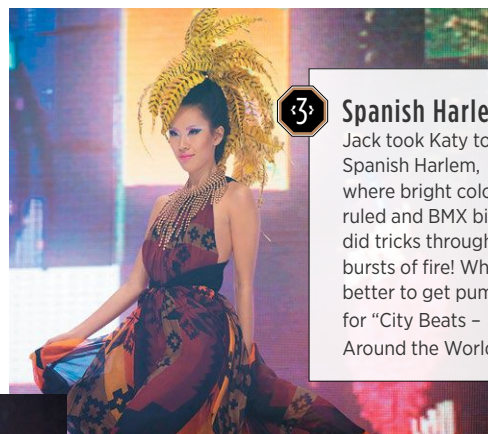


The Meatpacking District

Next up was the fashion-fueled Meatpacking district, where Katy caught the Guido-inspired runway—perfect inspiration for “Finish Strong,” “Fashion Trends” and the special ambassador session with David Stanko and Rodney Cutler.



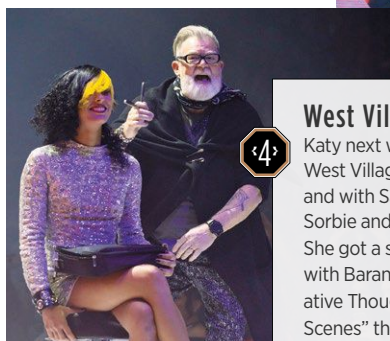
The Bowery Katy's first stop was to a rock-and-roll fueled club in the Bowery area of Manhattan, where she caught a modern-day Joan Jett belt out AC/DC's “Back in Black.” She was primed for the “Killer Blondes” course and “Creative Color Trends.”



Spanish Harlem

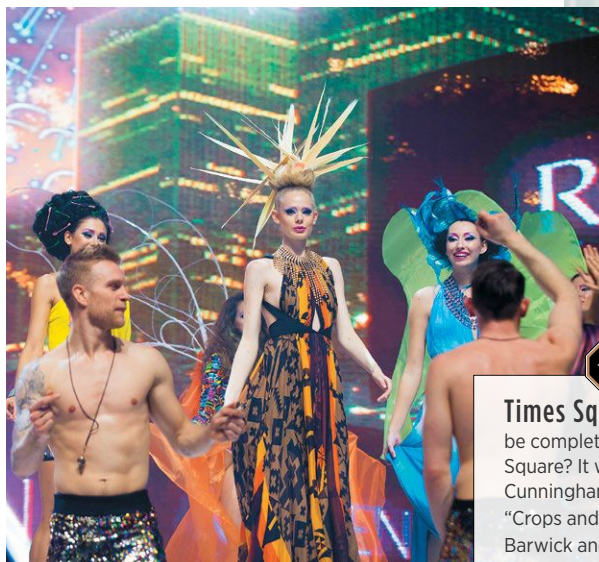
Jack took Katy to Spanish Harlem, where bright colors ruled and BMX bikers did tricks through bursts of fire! What better to get pumped for “City Beats – Around the World?”

FROM JANUARY 15 to 17, more than 8,000 hair pros joined **Redken** in Las Vegas at the Mandalay Bay Convention Center for a trip full of education, inspiration and celebration. During a video montage on opening night, cab driver Jack Laurenta picked up novice hairdresser Katy as she landed in NYC before she went to the **Redken Exchange** for unparalleled education. The tour of the city that ensued showcased hundreds of models and dozens of performers who underscored **Redken's** commitment to hairdressing artistry as well as the city the brand calls home. In addition to the whopping 27 classes available, there was even more for Katy and her 8,000 fellow **Redken** fans to see, such as an expanded Gallerie, complete with live demos and 25 vendors, including NYX cosmetics, **Essie**, Tearsheet, Kasho Shears, Live Best Pro, Millard Kwon Design, Marketing Nutz and Pivot Point International. Oh and let's not forget the amazing performance by DNCE, the hit group featuring Joe Jonas. Talk about a trip!



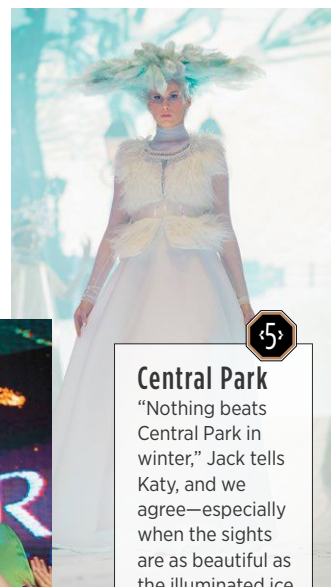
West Village

Katy next went to the West Village to refuel—and with Sam Villa, Kris Sorbie and Chris Baran! She got a second helping with Baran's class “Creative Thoughts Behind the Scenes” the next morning.



Central Park

“Nothing beats Central Park in winter,” Jack tells Katy, and we agree—especially when the sights are as beautiful as the illuminated ice princesses were onstage.



Times Square

What trip to NYC would be complete without a visit to Times Square? It was a perfect intro to Tracey Cunningham's ambassador class and “Crops and Bobs” with Hugo Urias, Philip Barwick and Adina Doss—not to mention the myriad other classes available.

NEW

COLOR RE-NEW

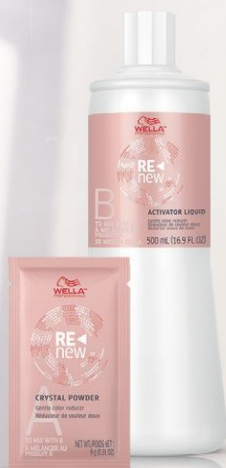
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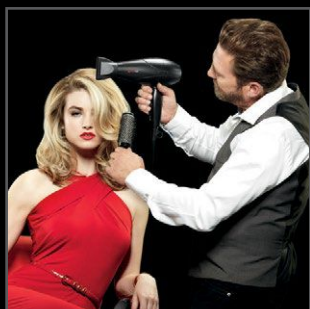


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IN BRIEF

WHAT'S ON OUR RADAR
THIS MONTH

WONDER WOMEN

STYLING SUPERSTAR and Global Ambassador for **Wella Professionals**, Sonya Dove is thrilled by the current support of strong women. Her latest collection, *Super Women*, was inspired by the number of female superheroes in movies like *The Avengers* and *Suicide Squad*, the discussions of women's rights in the political arena and even her own clients' strength and spirit. "These are strong women who are not afraid to show off their personalities," says Dove, who collaborated with **Sebastian** artist Chris Rosario to create the looks. For complete color formulas, visit americansalon.com/super_women.—Amy Dodds

PHOTOGRAPHY
David Brandt

MAKEUP
Eric Allen and Joel Sebastian

FASHION STYLIST
Rod Novoa

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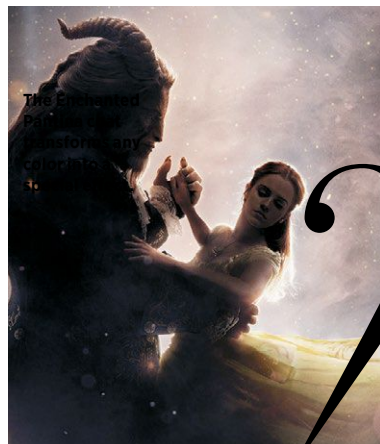
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2

Disney BEAUTY AND THE BEAST

BELLE OF THE BALL

To celebrate Walt Disney Pictures' release of the upcoming live-action film *Beauty and the Beast*, starring Emma Watson as Belle, **Gelish** and **Morgan Taylor** are releasing a special collection called *Romance Lights the Way*. The line includes a special Patina Coat that adds a bronzed antique finish to any of their nail lacquers or gel polishes. "It's wonderful to

collaborate with Disney again and create this collection for the *Beauty and the Beast* live-action film," says Danny Haile, CEO and Founder of **Gelish Soak-Off Gel Polish**. "We wanted to be honorable guests of this beloved and classic story by developing colors that reflect the beauty that comes from within." The collection is available for a limited time at select distributors. —K.K.



GET IN GEAR

Already known for their expertise in cutting and styling, the pros at **Sexy Hair** have turned their focus to tools.

Developed in partnership with Sexy Hair Master Artists, each tool is integrated with Smart Lock Technology, which allows for customizable results. The Style Lock Pro Hair Dryer (shown) automatically switches off when put down, while ceramic coating offers thermal protection. The Smooth Lock Pro Flat Iron's plates incorporate three silicone strips—two on top and one on bottom—to create micro-tension for smooth strands. Featuring a digital read with multiple heat settings, Curl Lock Pro Curling Iron boasts ceramic heaters with even heat distribution. —A.D.

3



4

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IT'S IN THE BAG

5



Tired of carrying his tools in a bulky, unattractive bag when working on location, hairstylist Tab Salsman decided to create his own. Meet the **CLASSIC** from **Tools And Bags**, a stylish tote that stores everything from shears to business cards. The versatile design allows it to be worn in multiple ways, including a removable shoulder strap and a wheeled luggage handle pass-through that conveniently attaches to retracting handles. "The more I would travel teaching around the country, the more attention my tool bag would get," says Salsman. "Tools And Bags is striving to move beyond this one bag. Our goal is to create products that solve hairdresser issues at their core while maintaining a consistent and fashionable look." To purchase, visit toolsandbags.com. —K.K.

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| | 11:00AM – 1:00PM | 2:00PM – 4:00PM |
| | Layering and Lights CHRISTOPHER DOVE & JOHN SIMPSON COCRE8 | The Artisan Master SHARON BLAIN SHARON BLAIN EDUCATION |
| MON MARCH 13 | ROOM 1E02 | ROOM 1E02 |
| | Up-Close and Personal TED GIBSON TED GIBSON SALON | Past, Present and Future of the Salon Industry – Where Do We Go From Here? FRANK GAMBUZZA INTERCOIFFURE AMERICA/CANADA |

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| SUN MARCH 12 | ROOM 1E21 | ROOM 1E15 | ROOM 1E20 | ROOM 1E14 | ROOM 1E09 | ROOM 1E16 |
| 10:30AM – 11:45AM | Sahag Dry Cuts ELJI YAMANE SAHAG WORKSHOP | Moving Hair MARTIN PARSONS INTERMAR PRODUCTIONS | The Joy of Dry Cutting YANCY EDWARDS BONIKA SHEARS | Struggling with Balayage? I Have the Answer! ELAINE TRAVIS EXPERT COLOR SOLUTIONS | An Introduction to Editorial Refinement DUSAN GRANT ARTHUR CHRISTINE | Introductory Hair Extension Theory by Donna Bella RUBEN MARTINEZ DONNA BELLA |
| 12:15PM – 1:30PM | The Art of the Perfect Blowout LAUREN MOSER Hair Lab Detroit | The KARG DryHairCut + Styling Trends MIKE KARG KARG INC | Style the Runway WOODY & AMY MICHLEB WOODY & AMY MICHLEB | The Truth about Hair Color SHERRY RATAY SHERRY RATAY INC | Curls Gone Wild MARLO STEENMAN MARLO STEENMAN HAIR | The Perfect Extensions for Every Client SAGE NGUYEN HALOCOUTURE EXTENSIONS |
| 2:00PM – 3:15PM | Knowledge Destroys Fear DJ MULDOON THE FACTORY | Curlisto Diametrix Cutting Technique for all Curl Types CHRISTO CURLISTO | Future Trends in Hair Cutting OSCAR BOND HATTORI HANZO SHEARS | Refocused, Creative and Corrective Color Techniques ERIC MOKOTOF INDEPENDENT SALON SESSIONS | Chemicurl LAUREN MOSER HAIR LAB DETROIT | Color Without Commitment HAIRTALK EDUCATION TEAM HAIRTALK EXTENSIONS |
| 3:45PM – 5:00PM | Classic Confidence DJ RIGGS + BERRY BACHEN MAINENTRANCE ARTISTS | Advanced Dry Haircutting Techniques THOMAS CLANCY WWWDRY CUT.NYC | Why Cosmetologists Should Become Hair Loss Providers RODNEY BARNETT INNOVATIONS TODAY | It's All About the Base TONY DIFRAIA ALL-NUTRIENT | Serrated Razor DESTINY COX DCI ACADEMY | Getting Started with Babe Hair Extensions KARI FULLER BABE HAIR EXTENSIONS |
| MON MARCH 13 | ROOM 1E21 | ROOM 1E15 | ROOM 1E20 | ROOM 1E14 | ROOM 1E09 | ROOM 1E16 |
| 10:30AM – 11:45AM | The Power of Trend DJ RIGGS + BERRY BACHEN MAINENTRANCE ARTISTS | Moving Hair MARTIN PARSONS INTERMAR PRODUCTIONS | Bridging the Gap Between Dermatology and Trichology RODNEY BARNETT INNOVATIONS TODAY | Secrets of a Colorist: Coils, Kinks & Curls DESTINY COX DCI ACADEMY | Tooling Around with Texture PATRICIA GROOMS-JONES THE BEAUTY HAVEN | Micro Link Fusion JUSTIN KAGE JUSTINKAGE |
| 12:15PM – 1:30PM | ARROJO Razor Cutting Class NICK ARROJO ARROJO NYC | The KARG Dry Haircut + Styling Trends MIKE KARG KARG INC | French Elegance RAPHAEL PERRIER RAPHAEL PERRIER PARIS THIS CLASS WILL BE IN FRENCH | Blueprint Balayage and Highlighting ADRIENNE ROGERS PRODUCT CLUB | Curls Gone Wild MARLO STEENMAN MARLO STEENMAN HAIR | The Perfect Extensions for Every Client SAGE NGUYEN HALOCOUTURE EXTENSIONS |
| 2:00PM – 3:15PM | Hairbrained Teach In GERARD SCARPACI & THE HAIRBRAINED TALENT HAIRBRAINED | Cutting, Styling and Finishing Techniques and Tools RICARDO SANTIAGO OLIVIA GARDEN, INC | Head Shape Haircutting WAYNE TUGGLE HATTORI HANZO SHEARS | Refocused, Creative and Corrective Color Techniques ERIC MOKOTOF INDEPENDENT SALON SESSIONS | An Introduction to Editorial Refinement DUSAN GRANT ARTHUR CHRISTINE | Getting Started with Babe Hair Extensions KARI FULLER BABE HAIR EXTENSIONS |
| 3:45PM – 5:00PM | Knowledge Destroys Fear DJ MULDOON THE FACTORY | Advanced Dry Haircutting Techniques THOMAS CLANCY WWWDRY CUT.NYC | Curlisto Diametrix Cutting Techniques for All Curl Types CHRISTO CURLISTO | Struggling with Balayage? I Have the Answer! ELAINE TRAVIS EXPERT COLOR SOLUTIONS | Create Beautiful Loc Extensions: Faux, Yarn & Kinky JUSTIN KAGE JUSTINKAGE | Color Without Commitment HAIRTALK EDUCATION TEAM HAIRTALK EXTENSIONS |



HANDS-ON WORKSHOPS

ADDITIONAL FEE REQUIRED: \$290 by 3/11/17 \$315 after 3/11/17

| SUN MARCH 12 | ROOM 1E04 | ROOM 1E11 | ROOM 1E13 | ROOM 1E03 | MON MARCH 13 | ROOM 1E04 | ROOM 1E11 | ROOM 1E13 | ROOM 1E03 |
|------------------|---|---|--|--|------------------|---|--|---|---|
| | HAIRCUTTING | HAIRCUTTING | HAIRCOLOR | MAKEUP & NAILS | | HAIRCUTTING | HAIRCUTTING | HAIRCOLOR | MAKEUP & NAILS |
| 10:00AM - 1:00PM | ARROJO American Wave Certification NICK ARROJO ARROJO NYC | Cut, Color Fusion LUPE VOSS & GERARD SCARPACI HAIRBRAINED | Balayage Hairpainting TED GIBSON ARTIST TEAM | Triple Threat Makeup - Mastering Brows, Eyeliner & Lips ADAMME SOSA GLAMBOX STUDIOS, THE BROW & FACE BAR | 10:00AM - 1:00PM | ARROJO American Wave Certification NICK ARROJO ARROJO NYC | Sahag Dry Cuts EJJI YAMANE SAHAG WORKSHOPS | From Backstage to the Runway - Learn to Create Celebrity Looks! TED GIBSON ARTIST TEAM | Airbrush Makeup Basics KARI KISCH KARI KISCH MAKEUP |
| 2:00PM - 5:00PM | ElectroKraft: The Looks AARON JOHNSON & THE COLLECTIVE TEAM MEMBERS THE COLLECTIVE | Mastering Barber Blending IVAN ZOOT CLIPPERGUY | The Art of Upstyling and Braiding JENNY STREBE CONFESSIONS OF A HAIRSTYLIST | Individual Volume Lash Extensions, 2D-6D Techniques QUYEN NGUYEN EVALASH BEAUTY CORP | 2:00PM - 5:00PM | Donna Bella Extensions Certification Course RUBEN MARTINEZ DONNA BELLA | Five Steps to the Perfect Fade WANZA POOLE & CRAIG MCLAURIN ICONIC BARBERS | Top 3 Seasonal Hair Coloring Techniques SHERRY RATAY SHERRY RATAY INC | TO BE ANNOUNCED VISIT IBSNEWYORK.COM FOR MORE INFORMATION |



MEN'S GROOMING



MAKEUP & APPEARANCE



NAIL ART & TRENDS



THE BUSINESS SIDE OF BEAUTY

| ROOM 1E19 | ROOM 1E18 | ROOM 1E05 | ROOM 1E10 | ROOM 1E07 | ROOM 1E08 | SUN MARCH 12 |
|---|---|---|--|---|--|----------------------|
| The Original Barber Groomer MAJOR LEAGUE BARBERS | World Brides Adorned KARI KISCH KARI KISCH | I'm Not Your Nail Girl! JAMIE SCHRABECK PRECISION NAILS | How To Survive and Thrive as a Hairstylist MICHAEL LEVINE MICHAEL LEVINE SALON GROUP | Top Salon Success Blueprint AMY CARTER EMPOWERING YOU CONSULTING | 8 Ideas for Social Media Success PATRICK MCIVOR PATRICK MCIVOR COLOR STUDIO INC | 10:30AM - 11:45AM |
| Modern Man RODRICK SAMUELS HAIR LAB DETROIT | Turning Instagram Makeup Trends into Wearable Looks JILL GLASER MAKE UP FIRST® SCHOOL OF MAKEUP ARTISTRY | Inspire by Gelish JESSE BRUNER GELISH | The Secrets to Being an Iconic Speaker to Grow Your Business ALEJANDRA CRISAFULLI NAKED AUDIENCE PRODUCTIONS | Help! I'm a Stylist, Not a Salesperson! MIKI WRIGHT BEAUTYSUPERSTARS.COM | American Salon Social: Getting it Right on Instagram GORDON MILLER AMERICAN SALON | 12:15PM - 1:30PM |
| Barbering for Cosmetologists - Learn to Love Your Clippers DAVE DIGGS Andis Company | Flawless Face - Brides of All Ages EVE PEARL EVE PEARL BEAUTY BRANDS | Custom Nail Design & Effects TONY LY TONY'S NAIL | Booked Solid for Professionals PAUL DIGRIGOLI DIGRIGOLI SEMINARS | Recruiting 101: The Dos & Dents STEVE GOMEZ STEPHEN GOMEZ BUSINESS COACHING | Successful PR, Media Relations and Photography Strategies LARRY OSKIN MARKETING SOLUTIONS | 2:00PM - 3:15PM |
| Think Like a Cosmetologist and Cut Like a Barber WANZA POOL & CRAIG MCLAURIN ICONIC BARBERS | Everything Bridal LISA STRAWTHER MAKING UP LAS VEGAS | "Electric Nails" with an Electric File JOHN HAUKE ROYALTY BEAUTY | Get your Clients to Spend More Money EMMA GREYSON 6 FIGURE SALON | Five Powerful Steps to Raising Your Prices ZAN RAY ZAN RAY SALON COACH | Taking Your Business Social KELLY EHLERS ANDIS COMPANY | 3:45PM - 5:00PM |
| ROOM 1E19 | ROOM 1E18 | ROOM 1E05 | ROOM 1E10 | ROOM 1E07 | ROOM 1E08 | MON MARCH 13 |
| Beyond the Fade.... and Back JES SUTTON BARBETORIUM ACADEMY | Lashes 101 LISA STRAWTHER MAKING UP LAS VEGAS | Daily Design by Gelish JESSE BRUNER GELISH | The Secrets to Being an Iconic Speaker to Grow Your Business ALEJANDRA CRISAFULLI NAKED AUDIENCE PRODUCTIONS | Cultivating Relationships in Between Appointments JENNA REESE UNTANGLE | The Top 3 Digital Marketing Trends for 2017 HEATHER LEMERE SALON SUCCESS STRATEGIES | 10:30AM - 11:45AM |
| Fade In America RODRICK SAMUELS HAIR LAB DETROIT | New York Fashion - Runway to Walk Way ADAMME SOSA GLAMBOXSTUDIOS THE BROW & FACE BAR | Nail Salon Safety JAMIE SCHRABECK PRECISION NAILS | How To Survive and Thrive as a Hairstylist MICHAEL LEVINE MICHAEL LEVINE SALON GROUP | Six-Figure Freedom AMY CARTER EMPOWERING YOU CONSULTING™ | Social Media, 12 Step Program for Salon Professionals PATRICK MCIVOR PATRICK MCIVOR COLOR STUDIO INC | 12:15PM - 1:30PM |
| Clipper Cutting 101 - en Espanol JOHN DEGADO ANDIS COMPANY THIS CLASS WILL BE IN SPANISH | Reverse Contouring - Two Steps to Success EVE PEARL EVE PEARL BEAUTY BRANDS | Acrylic and Gel Infusion JOHN HAUKE ROYALTY BEAUTY | Restoring Her Beauty During Cancer KIM BECKER HELLO GORGEOUS FOR HOPE | Five Powerful Steps to Raising Your Prices ZAN RAY ZAN RAY SALON COACH | Strategic New Advantages of Suite Independence! LARRY OSKIN MARKETING SOLUTIONS | 2:00PM - 3:15PM |
| Cosmo-Barber-Ology IVAN ZOOT CLIPPERGUY | TO BE ANNOUNCED VISIT IBSNEWYORK.COM FOR MORE INFORMATION | Custom Nail Design and Effects TONY LY TONY'S NAIL | Secrets of the Best Stylists in America PAUL DIGRIGOLI DIGRIGOLI SEMINARS | Marketing for Salon Suites MIKI WRIGHT BEAUTYSUPERSTARS.COM | The Power of Trend-Business DJ RIGGS + BERRY BACHEN MAINENTRANCE ARTISTS | 3:45PM - 5:00PM |

WRITTEN BY

Amy Dodds

PHOTOGRAPHER

Richard Miles

HAIR

Nicola Smyth Humphriss

MAKEUP

Naomi Hawkins

WARDROBE STYLING

Desiree Lederer,

Niall Littlejohn and

Revolve Ladieswear

ALL NIGHT LONG

Muted pastels and metallics effortlessly flow with soft texture to create elegantly cool looks in *After Hours*.

Shining silver and phosphorescent mauve—the hair colors in Nicola Smyth's collection *After Hours* are edgy, au courant and beautifully delicate. "I wanted the colors to feel soft and muted, but still have a cool and stylish edge," says Smyth. "Goldwell Elumen brought my colors and inspiration to life." Smyth tells her color story in the setting of a trendy after-hours club, where partygoers have their own unique styles, yet are united by their cool factor. "I love getting glammed up with the girls and don't want the night to end," says Smyth. "So setting the scene at an exclusive sophisticated after-party was perfect."

Smyth has her go-to products when working on set. "Goldwell Style Sign Magic Finish Brilliance Hairspray has a light, flexible hold that allows you to work with natural movement, and adds intense shine," she says. "And the product I cannot live without is Diamond Gloss Shine Spray—it gives the hair such an amazing shine and is so light."



To create this edgy color, Smyth used Goldwell SilkLift 6% lightener, then applied a pearl/ash wash of 30ml warm water, 30ml SilkLift 6% and 30ml Topchic 9A to ensure a clean ash base. For the gray-violet hue, she mixed 10ml Colorance Express 9 Icy, 9ml Colorance 8SB and 1ml Elumen VV with 40ml developer.

Smyth exclusively used products from Goldwell's StyleSign collection to dress the hair on the shoot. "My favorite product of the StyleSign collection is the Texturizer Mineral Spray," she states. "It builds bulk and adds loads of effortless texture but is so light!"

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THE CRAFT

Smyth strove to get as much movement in the hair as possible to add to the club vibe. Here, tightly wound coils leap from the head as if electrified by the atmosphere.



Disney BEAUTY AND THE BEAST



Beauty and the Beast © 2017 Disney

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PHOTOGRAPHY **Douglas McCoy**
MAKEUP **Katelyn Eyford and Shasta Hankins**

POP ART Salon

OWNER DOUG MCCOY OF HOUSE OF POP SALON IN SPOKANE, WA, CONSTANTLY SHOOTS HIS OWN WORK FOR PROMOTIONAL PURPOSES.

He recently photographed a makeover series documenting how clothing and attitude can dramatically alter a look. The model wore the same cut and color from **Keune** in four different ways. In this image, she dons a sweater, setting a soft and romantic tone. Other looks include a silver dress (playful and flirty), a gold gown (glamorous and posh) and a blue dress (edgy and raw). To see all of the images from the collection, visit americansalon.com/houseofpop.



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ART DECO, JAZZ MUSIC, flappers and the marcel wave—the Roaring Twenties was an era of glitz and glamour, marked with momentous cultural and artistic shifts. “The Twenties was a time of dramatic social change, much like our nation is in today,” says Dallan Flint, Artistic Director, Taylor Andrews Academy of Hair Design, West Jordan, Utah. “We wanted to depict the strength of women and the forward movement of a nation desperate for change.” The stylists used classic techniques—such as finger waves, hair lacing and hot iron sets—and fused them with modern hair color formulations. The team called the collection *Antique Resurgence* and hoped it would evoke a remembrance of the past, while inviting people to think of what’s possible in the future.

REMEMBRANCE OF THINGS PAST

Cool Androgyny In the 1920s, women began to embrace a more androgynous look, associating shorter hair with independence for women. “We chose to use a silver metallic color because of the trends of that time,” says Flint. The model’s hair was lightened with **Matrix Light Master** and toned with **Matrix Color Sync Special Pastel Violet**. Afterward **Kenra Guy Tang Metallic 9SM** was used as a root shadow. Then a water-soluble gel was applied to shape the hair to the scalp and create a sleek finger-waved look.

PHOTOGRAPHY **Keith Bryce** DIRECTORS **Dallan Flint, Kristen Flint** HAIR **Lindsey Tausinga, Becky Pedersen, Carly Smedley, Clari Covington, Maile Stark** MAKEUP **Liberty Blanchette** HAIR ASSISTANTS **Jami Quenum, Lizz Kopta** WARDROBE **Mariah Behrle**



STUNNING COLOR

WITHOUT THE CHEMICALS

Model is wearing 613/SP CM 14" - 16"
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Strong Structure

The '20s embraced techniques that held the hair in place with strategically formed waves and curls, marking a distinct departure from the free-flowing locks of the Victorian era. For this look the hair was colored with **Matrix ColorInsider 5BC+5RV+10 volume**, creating a modern-day "Clara Bow red." Next, the hair was set and shaped into a large finger wave pattern, using hair-lacing and hair-roughing techniques.



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Fabulous Finger Waves

Nothing says “flapper girl style” more than a finger wave. Everyone from Zelda Fitzgerald and Joan Crawford, to Greta Garbo and Josephine Baker wore a finger wave. “The icy blonde color was chosen to coincide with the platinum white trend that’s very popular right now,” says Flint. Using **Matrix Light Master Bleach**, the hair went through several lightening sessions to achieve a level 10 platinum blonde. After a blowout the hair was placed in a low chignon. A weft of platinum blonde hair extension—that had been wet finger-waved the day before—was then added to the side.



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CUTTING CLASS

WE ROUND UP TOP SHEARS AND RAZORS AND DEMYSTIFY HOW TO SHOP AND CARE FOR THESE IMPORTANT TOOLS.



SHEARS AND RAZORS are the most important tools in your arsenal—next to your hands, of course. We've gathered some perennial hits and soon-to-be favorites and share tips on how to best care for your cutting tools.

Know Thy Shears

Not all shears are created equal. And that's a good thing, because no two people are created exactly the same. But having so many options can be intimidating, especially for newbies and seasoned stylists who haven't shopped around for a while. Aaron Klose, Shear Concierge at **Hattori Hanzo Shears**, discussed with us the differences between shears and what you should look for before you take the plunge.

First, Klose says, there are three different handle styles: on-set, offset and swivel. On-set shears are the conventional workhorses of the industry. "This is your traditional, old-school Sassoon-type shear," says Klose. "The handle is straight and is great for precision cuts." With offset shears, the handles are, well, offset from one another. "This is a more modern shear," says Klose, who explains that the design is more ergonomic. "It allows you to keep your elbow closer to your body so you're not 'chicken-wing' your arms, as I like to call it." Finally, swivel shears feature

a thumb piece that rotates to a position that's most comfortable for the stylist. "Swivel shears are the closest you can get to having a shear custom-made for you," states Klose. They tend to reduce wrist and finger pain and allow for more unique cutting positions, like slide cutting, without the stylist having to adjust her hand. Nevertheless, Klose estimates that only 10 to 15 percent of stylists use swivel shears. "They can take some getting used to," he admits, "but they're fun!"

Next are texturizing shears. Blending shears are perfect for removing fade lines, blending layers on a concave bob and anywhere you don't want to see serious lines of demarcation. A traditional blending shear features 30 to 40 teeth

that are straight up and down and offer a medium to fine blend. Debulking shears feature fewer teeth: a 27-tooth shear leaves behind no lines of demarcation and is good for removing bulk, while those with 13 teeth are perfect for use on thick hair without movement. "They also create texture on shorter men's and women's styles," Klose says. Finally, notching shears only have between seven to nine teeth. "They're really funky texturizers," he explains. "They're great for creating a choppy, shattered look."

CUT BOTH WAYS

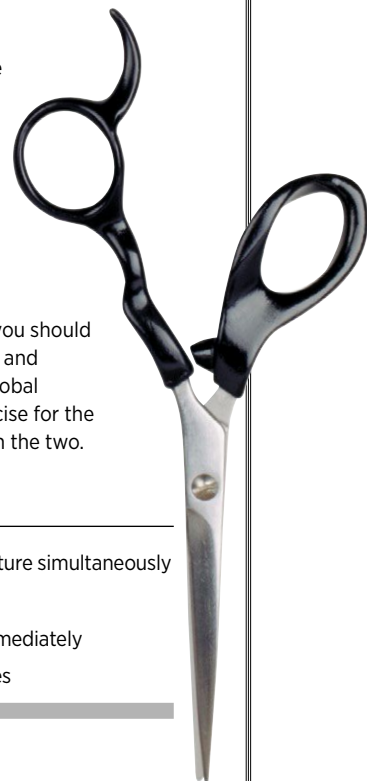
Dry cutting is gaining in popularity, but that doesn't mean you should abandon wet cutting altogether. "When you want precision and discipline, water's your best friend," summarizes **Redken** Global Artistic Ambassador Sam Villa. "Dry cutting is a visual exercise for the hairdresser." Here we take a look at the differences between the two.

WET CUTTING

- ❖ Offers greater control
- ❖ Perfect for precision work
- ❖ Good for lighter densities

DRY CUTTING

- ❖ Create shape and texture simultaneously
- ❖ Can be done quickly
- ❖ Can see the result immediately
- ❖ Works on all hair types





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Thank you MJ, Luis & Amber for your beautiful work.
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DOES SIZE REALLY MATTER?

Shear blades come in a variety of lengths, from 4.5 inches all the way to 7 inches. So how to choose what's right for you? For one thing, it isn't based on the size of your hands. Rather, it's based on technique and what you want to use the shear for. "For fine, precision cutting, you want as much control as possible, so opt for a shorter shear," explains Klose, who recommends a 5 to 5.5-inch shear. If speed is key, then a longer blade is best. "The more hair you can cut with each snip, the faster your haircut," he says.

The **Sam Villa Signature Series InvisiBlend Shear** features a straight blade that slides across 23 sharp teeth with convex edges, creating a seamless blend since no two hairs are cut the same length.

Measuring 5.75 inches long, the **Fromm Edge Ahead Ergo Shear** includes a detachable finger rest for comfortable cutting. The hand-honed Japanese steel design features a deep, hollow grind for soft cutting.

Hand finished **Tweezerman Stainless 2000 Styling Shears** are made of ice-tempered stainless steel to provide extra sharp, long-lasting cutting edges, while rounded finger loops provide excellent balance, comfort and control.

The revolutionary design of the **Exthand Expert Shears** features a patented grip system that provides control while ensuring a more natural body position as you work. Forged from V1 Japanese steel, the shears are available in left- and right-handed styles and various lengths.

Featuring hollow ground blades perfect for slice cutting, the **Jaguar Goldwing Shears** boast an ergonomic, offset design and a Smart-Spin screw system.

The **Cricket Palm Reader 5.75 Professional Shears** feature a Contour Control finger design that unites the thumb and ring finger naturally along with a hyper-palm handle to assist your hand and alleviate stress.

Available in lengths of 5.75, 6 and 6.25 inches, the **Washi AX Ultimate** is made with super-sharp authentic Japanese Hitachi ATS-314 steel. It can cut effortlessly on wet or dry hair and features a comfortable drop-finger design handle.

Featuring a proprietary blend of cobalt and molybdenum alloys, **The Talon by Hattori Hanzo** boasts a slightly offset handle grip and cutaway thumb set for maximum comfort. Each shear comes with a lifetime warranty and a 15-day trial.



PHOTOGRAPHY: ROBERT NORTHWAY; HAIR: JON REYMAN, SPOKE & WEAL

HIGH MAINTENANCE

A good set of shears is an investment that should be protected with proper maintenance and care. Precision Sharpening in Shelley, Idaho, offers some useful tips.

MAKE SURE TO...

- ❖ clean, dry and oil shears at the end of every day of use.
- ❖ check scissors for adjustment at least once a day.
- ❖ protect the cutting edges from touching anything except human hair.
- ❖ record all identifying marks and serial numbers in case your shears are lost or, worse, stolen. Consider taking a close-up digital photo.
- ❖ store and carry shears in padded cases or pouches, making sure blades are closed.
- ❖ keep shears closed to protect against nicking the blades when not in use.
- ❖ have them professionally sharpened on a regular basis.

BE SURE NOT TO...

- ❖ let shears corrode or get dirty.
- ❖ use them to cut anything other than hair.
- ❖ drop or toss shears when putting them down.
- ❖ lend scissors to a fellow stylist. Everyone's hands are different, and someone else using your shears can alter the balance.
- ❖ "pressure cut," or torque the blades together. That is, don't squeeze harder with your thumb when the scissors start to dull, as this can cause excess wear.
- ❖ allow shears to come into contact with sterilizing solution, hair color or other chemicals, to prevent rusting and corrosion.

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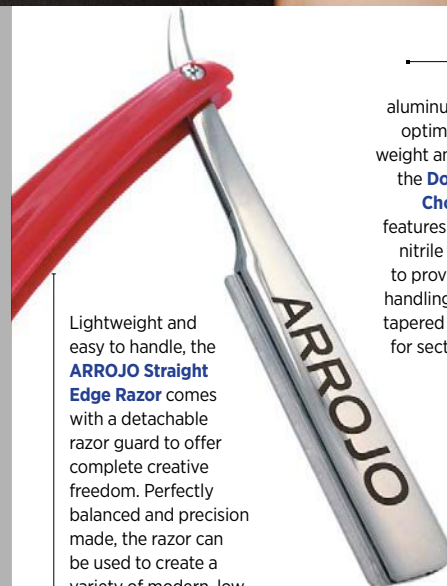
ON THE RAZOR'S EDGE

Even as razors are gaining in popularity, many stylists remain wary of using these cutting tools. However, there are some looks that simply can't be achieved with shears alone. "By naturally creating texture and taper, a razor is an excellent tool to create modern, low-maintenance hairstyles that can be washed and worn with a minimum of fuss," explains Nick Arrojo, salon owner and Founder of **ARROJO** products and tools. For one thing, he says, razors can do two jobs in one. "A razor cuts length and weight together, making it easier for stylists to tailor shape and texture." Since razors create blurred, diffused lines, they're also excellent at creating softness in addition to short, shaggy looks, which are trending at the moment. "Razors are great for enabling what I term 'swing and movement,'" states Arrojo. "Essentially the style will feature natural-looking motion—it will swing and move in an organic way. It's harder to make scissor cuts have the same action." Another benefit? Razors are great for clients with thick, unruly tresses. "They're great for getting into the interior, taking out the weight, and lightening the load," Arrojo states.

And don't think razors are immune to the wet or dry debate. Educator Ivan Zoot weighs in on behalf of **Jatai**. For a whole-head haircut,

wet is best. "If you're doing significant cutting, you want to be doing it on wet hair," he says. This allows for better slip and slide, and he recommends using the **Jatai Blade Glide Plus** in conjunction with these types of haircuts to ensure hair is evenly damp. "Inconsistencies in hydration or moisture of the hair will lead to inconsistencies in tension and distribution," Zoot reveals. He relates that this is also the reason it's more difficult to do precision cuts on dry hair with razors. Also, in the interest of client comfort, opt for cutting hair wet if you're taking a lot off. Nevertheless, he says there's definitely room for dry cutting with razors in terms of texturizing and detailing. "It's great for breaking up a fringe or adding softness to sides of a haircut," Zoot says. A key point to remember when cutting dry hair with a razor: Always use a brand-new blade.

Joico Guest Artistic Director Vivienne Mackinder used a razor to create this trendy, choppy shag.



Lightweight and easy to handle, the **ARROJO Straight Edge Razor** comes with a detachable razor guard to offer complete creative freedom. Perfectly balanced and precision made, the razor can be used to create a variety of modern, low-maintenance hairstyles. Blade sold separately.

Made with aluminum alloy for optimal comfort, weight and balance, the **Donald Scott Chop Stik Pro** features adjustable nitrile foam grips to provide nonslip handling, while the tapered end allows for sectioning and weaving.



The lightweight **Surface Titanium Razor** features a sleek design and smooth, polished finish. Plus, its scuba grip provides easy cutting and creativity with total control.



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BOND BUILDERS HAVE BEEN a game changer for stylists, allowing them to push the boundaries of hair lightening and massive color transformations. Not only are stylists able to cater to their clients' crazy color demands, but like modern-day superheroes, they can also help protect the hair from damage. "I like to tell my clients that using a bond builder is like an insurance policy," says **Aloxxi** Artistic Team Member Erin Nelson. "We're able to prevent damage instead of working against damage that has already been done." She suggests incorporating **Aloxxi RRx Treatment** into every lightening service, but it can also be used as a stand-alone treatment. "We offer express and full-service options," says Nelson. "The express takes 15 minutes and the full-service takes 30 minutes. In one treatment you can see a notable difference—it's pretty amazing."

For Alfredo Lewis, Global Director of Education for **Brazilian Professionals**, bond builders are an essential part of every hair color service. "Each time you open the



Brazilian Bond Builder helped Linh Phan's model achieve this beautiful color.

cuticle, you run the risk of damage," says Lewis, who explains that **b3 Bond Builder** also helps deliver better gray coverage and more vibrant-looking colors with added shine. After the bond builder service, Lewis treats clients with **b3 Demi Permanent Conditioner**, which attaches itself to the cuticle and cortex and lasts up to 12 washes.

Both experts agree that adding bond-building services to your menu should carry a premium, either by charging them like you would other add-on services or increasing the overall price of a lightening service by about 20 percent. "We estimate that colorists can make an extra \$20,000 per year by adding **b3** to their service menu," says Lewis. Sounds like a win-win situation to us.

PHOTOGRAPHY: COURTESY OF LINH PHAN



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Aloxxi RRx Treatment protects hair during the lifting process for ultimate shine.

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Aloxxi RRx Treatment Reparative Serum is part of a two-step professional system that protects hair bonds during the chemical process and delivers reparative benefits to severely damaged hair.



colorpHlex Color Strengthening Additive improves the strength and quality of the hair via a naturally derived vegetable protein molecule.



Schwarzkopf Professional Fibreplex N°1 Bond Booster is the initial step of a three-part system. Applied in-salon and mixed into the lightening or lifting system, it protects the hair structure during the coloring process.

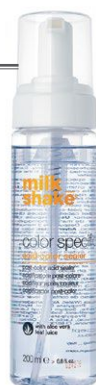


b3 Brazilian Bond Builder penetrates the cortex of the hair and reattaches bonds broken during color services, reducing damage while improving color retention with no added processing time.

L'Oréal Professionnel Smartbond increases coloring and lightening efficiency while protecting and strengthening strands broken during and after technical processes.



Milkshake Color Specifics Acid Color Sealer closes hair cuticles after every color service to seal in color. Conditioning and moisturizing agents soften hair, while aloe vera extract calms the skin.



BOND BUILDERS



Goldwell BONDPRO+ Protection Serum

is part of a two-step system that penetrates the hair fiber to prevent breakage during chemical processes. It can also be used as a stand-alone service.



Matrix BOND Ultim8 Sealer

is a deep conditioning treatment that restores weakened bonds and adds further protection by sealing in Ultim8 Step 1, which protects hair from the alkaline agents in the lightening process.



Truss Professional 8 XPowder

allows bleaching agents to be evenly distributed into the cortex of the hair fiber, reducing damaging and ensuring vibrant color.



Keune Bond Fusion Phase 2 Bond Enhancer

deeply nourishes and restores by strengthening and sealing the bonds in each individual strand to ensure hair stays in the best condition for as long as possible.

Redken pH-Bonder Post-Service Perfector is a weekly treatment designed for clients to maintain their hair's natural pH at home. Works in conjunction with the Bond Protecting Additive and Fiber Restorative Pre-Wash Concentrate.



ColorProof SignatureBlonde Restorative Filler prolongs the vibrancy of blonde color while filling in gaps in the cuticle for a smooth finish.



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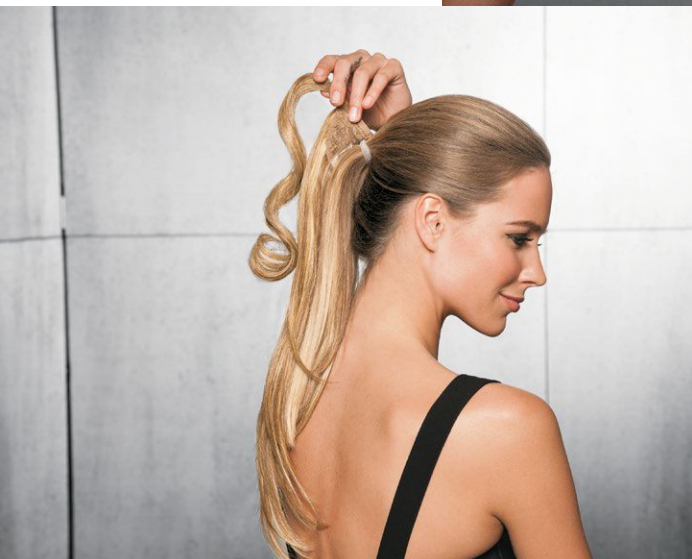
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Adds Volume & Shine • Humidity Resistant & Thermal-Protectant

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Thanks to the newest, state-of-the-art launches in extensions, it's easy to offer clients endless options: a whole new look, a hint of glam, a boost of volume or instant length. From beautiful wefts of color and superfine long locks, to a speedy applicator, here's what to bring into your salon.

TRESS TO IMPRESS

Beautiful
lengths from
Hairdreams'
new collection.

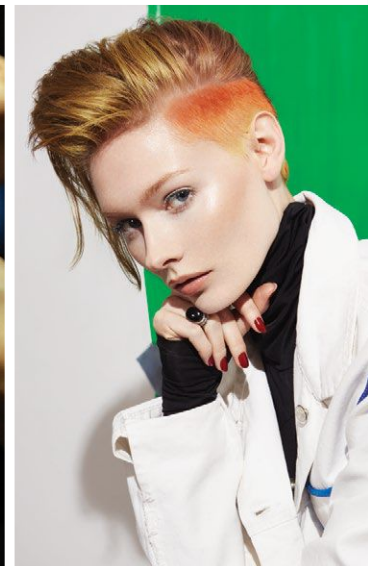


➡ I've seen a lot of stylists color match the top of a client's hair. That's incorrect. Color match from the mid-shaft to ends, using two to three different colors for the perfect blend.

—Rayshell Clipper, **Hotheads Hair Extensions**
Director of Sales and Education

▶ ULTRA LONG LOCKS

Long, sleek hair continues to grow in popularity, and so does the desire for Rapunzel-esque lengths. **Hotheads 18-20" and 22-24" Hair Extensions** and **Hairdo Simply Straight Pony** offer options to create fashion hair fast.



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COLORFUL POPS

Using extensions to add color is big this year. It leaves hair free from chemical damage and you can add lighter colors or just a pop of color. And the hues available now feature such a beautiful blend that they appear completely natural.



HALOCOUTURE
Balayage Halos

➡ Stop thinking about extensions in a grid-like pattern. The head is not square. Instead, think about applying extensions in a pattern that will produce the desired fall. I like to work halfway up the back, up one side, then the other side before finishing up the back.

—Kristina Barricelli, *Hairdo Brand Ambassador*

Hotheads Hair
Extensions
Colormelts



Hairdreams
Laserbeamer
Nano



HI-TECH INNOVATIONS

The **Hairdreams Laserbeamer Nano** is the only automatic fusion hair applicator that bonds up to five hair strands with just a push of a button. Stylists can create a completely new look in under an hour. Plus, the Nano bonds lay flat against the scalp, so the bonds are practically undetectable.

Micro Point Solutions Link fills in where extensions can't. Four Cyberhairs are tied to one single strand of growing hair without the use of glues, adhesives, heat or chemicals. The knot is so tiny, it's ideal for more visible areas.

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WAVE RUNNER

ANH CO TRAN INTRODUCES THE NUWAVE.

ANH CO TRAN IS SET TO MAKE WAVES again—literally. The genius behind the cult lived-in wave trend is introducing a fresh look with his “NuWave” technique. “It’s different from lived-in beach waves or Victoria’s secret bombshell waves,” says Tran. “The effect is more edgy, editorial and better suited for short cuts.” He’s been highlighting the technique in his recent lobs with choppy layers and shaggy cuts.



TRAN BREAKS DOWN THE NUWAVE

- 1 Start with a section about one inch from the roots. Don’t start too high on the head because it will create a boxy look.
- 2 Use a 1.5-inch marcel curling iron, like the **Hot Tools Professional Marcel**, placing the barrel horizontally on top of the sectioned area.
- 3 Rock the barrel horizontally from side to side as you make your way down the section. Alternating the direction of the barrel is preferred, unlike in traditional wave formation.
- 4 To avoid making creases in the hair, don’t clamp down on the handle.
- 5 Space out the waves by bending the hair in and out, continuously rocking the barrel to create a soft wave.
- 6 Finally, work a bit of **L’Oréal Professionnel Tecni.Art Lumi-Contrôle Shine 2** throughout, using fingertips for separation, and mist **L’Oréal Professionnel Tecni.Art Next Day Hair Dry Finishing Spray** on finer strands or **L’Oréal Professionnel Crêpage de Chignon Mineral Powder Spray** on thicker strands for added texture.



Tran’s go-to styling products for the NuWave



Blogger Aimee Song shows off the deconstructed style

PHOTOGRAPHY: COURTESY OF ANH CO TRAN; L’OREAL PROFESSIONNEL; HELEN OF TROY

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A ROUNDUP OF THE MUST-HAVE PRODUCTS WE LIKED THIS MONTH



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LABEL.M

Diamond Dust Leave-In Crème

conditions and hydrates hair for added manageability while detangling, protecting against damage and evening out texture for a glowing and radiant finish. The innovative Micro-Diamond Complex contains pearl powder, Champagne, black and white diamond particles, and white rose petal oil for added moisture, shine, movement and protection.



AMERICAN CREW Heavy Hold Pomade

creates sleek, smooth styles with high hold and maximum shine. Supports and maintains shape on all hair types. Ideal for everyday use, the water-based formula washes out easily without residue.

TRUSS

Specific Mask replenishes softness and natural shine to fragile hair, while at the same time restoring vitality and reducing frizz. The powerful formula includes Bio-Affinity Complex, which provides phytonutrients to damaged hair cuticles, while amino acids reconstruct, strengthen and provide volume.



Helps relieve dandruff and psoriasis

Infuses hair with rose oil fragrance

SURFACE

Awaken Therapeutic Shampoo strengthens and rejuvenates thinning hair and maintains a healthy scalp. The sulfate-free formula stimulates, revitalizes and gently cleanses, while Awaken Amino Acid Complex repairs damage and reduces the number of free radicals in the skin.



R+CO

Wall Street Strong Hold Gel

gives hair strong, long-lasting hold with a super shiny finish. The gel blends vitamin A to improve texture and enhance sheen, glycerin to retain moisture, and hydrolyzed soy protein to strengthen and nourish hair.



SEXY HAIR

Color Lock Hairspray

features quick-drying technology and UV color protection to guard hair against color fading. This medium-hold hairspray is formulated with rose and almond oils to provide intense moisture and hydration, in addition to smoothing the cuticle for healthy, shiny hair.

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ANDIS

Master Clipper

now comes in new color choices of Ghost, Lime and Grape. The clippers offer the same legendary high-speed cutting performance with an alloy housing for durability, a powerful magnetic motor and a carbon steel blade that adjust for precision fading, tapering and all-around cutting versatility.



PEVONIA

EyeRenew Conceal & De-Age Treatment

refreshes eyes with a botanical blend of youth-reviving ingredients such as plankton extract, hyaluronic acid and marine collagen. This trio of ingredients works to diminish dark circles, puffiness and wrinkles, in addition to increasing tissue hydration and smoothing fine lines.

MATRIX

Total Results Brass Off Blonde Threesome

helps seal the cuticle while protecting strands from heat damage. This softening, smoothing and protecting cream is part of the Brass Off System, which features blue/violet pigments to neutralize orange, brassy tones.



BLOWPRO

Hydra Quench Daily Hydrating Conditioner

gently cleanses and hydrates without weighing hair down. Protein-complex minerals repair broken bonds, soy and vegetable proteins provide a strengthening complex, and cell-renewal technology promotes healthy hair growth.



HOTHEADS

Speed Brush

features patented captive ends that speed up drying time, synchronizing airflow from the dryer over the brush while controlling and focusing airflow. The innovative three-dimensional bristle pattern is made with nylon, natural black boar and white boar for penetration, tension, polish and shine, reducing frizz and creating mega volume or a smooth finish.



COLORDESIGN

Fun & Glam Mystic Blue

is part of a collection of dynamic shades that range from Atomic Green to Caribbean Turquoise. These intense dyes are designed to allow an additive of a specific color in a specific location, and can be used to create vibrant custom formulas for streaks, blocks and tones.



ELCHIM

3900 Titanium

features a stunning Italian-designed mirror finish for a glamorous look. The award-winning dryer includes an ionic-ceramic system that increases hydration and shine while reducing styling time.



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SHEA BUTTER, MAFURA BUTTER, MURUMURU AND CUPUAÇU BUTTER—CURLY HAIR PRODUCTS ARE HAVING A “BUTTER BOOM.” OUR CURLY HAIR PROS EXPLAIN WHAT EACH BUTTER CAN DO FOR YOUR CURLY-HAIRED CLIENTELE.

Curlly hair is “thirsty” hair. That’s why so many beauty companies infuse natural butters made from fruits, beans and seeds into their products. The essential fatty acids in these butters nourish and smooth curls for a softer texture and added definition. Here’s a breakdown of the best butters in town.

CUPUAÇU BUTTER

Cupuaçu butter comes from the cupuaçu fruit tree in the northern Amazon region. The butter is rich in natural phytosterols and has a super creamy texture. “Cupuaçu butter creates a lightweight barrier around each strand, smoothing down the cuticle, for a less frizzy curl,” says Tippi Shorter, **Aveda** Global Artistic Director for Textured Hair. “For loose waves or very curly hair, cupuaçu keeps the style smooth all day.”



Aveda
Smooth Infusion
Nourishing Styling
Crème uses cupuaçu butter to nourish hair while sealing in moisture and locking out frizz—even in intense humidity.

SHEA BUTTER

Derived from the shea tree in East and West Africa, shea butter is loaded with a multitude of nourishing acids—palmitic, oleic, linoleic and stearic—that repair curl damage and lock in needed moisture. “The butter fills in the cuticle, keeping curls defined, flexible and frizz free,” says Sharon Medina, **Inoar** Stylist and Educator.



Inoar
Divine Curls Mask uses shea butter to give curls deep hydration. After one treatment curls are softer, glossier and more manageable.

MAFURA BUTTER

The mafura tree grows in southern and eastern African countries. The butter is formed when the tree’s reddish-colored seeds are cold-pressed. “Mafura butter is a curly girl’s best friend because it has a wide range of fatty acids that help moisture absorb into the hair, preventing breakage in tighter, more delicate curl patterns,” says Lauren Moser, **Ouidad** Curl Expert. Mafura also has anti-inflammatory properties, soothing dry, itchy scalps.



Ouidad
Curl Immersion Silky Soufflé Setting Crème uses mafura butter to deeply moisturize tight, kinky curls, while light polymers add hold and curl elongation.

MURUMURU BUTTER

Murumuru comes from a palm tree in Brazil. The tree’s fruit is pressed, creating a rich cream that’s easily absorbed into the hair. “Murumuru is known for its high concentration of vitamins and oleic acid,” says Cal Ellis, Technical Training Manager at **DevaCurl**. “This combination delivers high shine and moisture benefits, and it helps protect curls while conditioning and softening the hair.”



DevaCurl
Heaven In Hair Intense Moisture Treatment drenches dehydrated curls with three types of nourishing butters: murumuru butter for shine and protection, cupuaçu butter for long-lasting moisture and cacao butter to nourish and soften.

Like Butter

Tight curls moisturized with Ouidad’s mafura butter products



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Blue Crush

MAKE THE DENIM-INSPIRED COLOR TREND WORK FOR YOUR CLIENT.

FROM STONEWASH TO INDIGO to midnight, denim-inspired hair color is making the social media rounds. But what makes this blue hair trend different from last year's super-bold and neon blues is the muted quality of the color. "It's more wearable for a wider range of clients, from teens to professionals," says Danielle Keasling, Matrix U.S. Director and Global Design Team member. "Plus, it's a great opportunity for salons to recruit the under-30 client." Here, our experts' best tips for crafting a blue look that works on all your clients.

A gorgeous head of blue from Clairol Professional's new FLARE collection

Q How can colorists make blue work for everyone?

A Paint in bangs, add blue babylights for a peek of color or dip-dye tips for just a gentle touch of blue right on the ends. These are great alternatives to overall color. But if you and your client decide to go that route, opt for a shade that's easy to maintain based on your client's lifestyle and keep the fade factor in mind.—*Danielle Keasling*

Q What is the best way to achieve blue color?

A First, bleach out the hair to the right level. A level 7 or 8 is good, but I like to get it to a level 10. It's important to get all the pigment out because any underlying color will affect the blue. I'll usually bleach, shampoo without conditioner and then dry before applying color.—*Shelley Gregory, colorist and L'Oréal Professionnel Brand Ambassador*

Q Any advice for colorists who are performing a blue color service?

A Make sure hair is healthy when applying fashion colors like blue. Hair porosity and fading can majorly affect your color job—and your reputation. So perform a thorough consultation, taking these into account. And educate your client on aftercare, advising them to wash once a week and to use a hydrating, sulfate-free line like **L'Oréal Professionnel Absolut Repair Shampoo, Conditioner and Overnight Masque**.—*Shelley Gregory*

BLUE DYES TO DIE FOR



Matrix Color Graphics Lacquer Cool



Malibu C Concentr8 Colour Primary Blue



Color Design Fun & Glam Denim



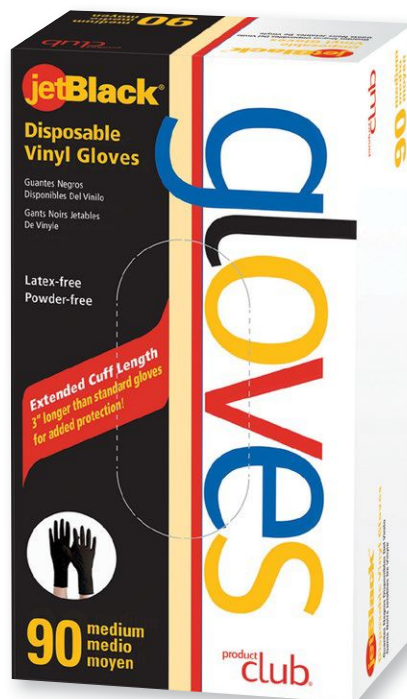
L'Oréal Professionnel Majirel Level 911



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A Colorful Guy

TIPS AND TRICKS FOR GIVING YOUR MALE CLIENTELE THE BEST HAIR COLOR SERVICES.

HAIR COLOR ISN'T STRICTLY a woman's service. The number of men requesting hair color services—be it blending grays, soft highlights or even bold fashion colors—is quickly growing. We caught up with **Redken** Artist Sean Godard (@seangodard), **Paul Mitchell** Barber Megan Porter (@meganporterbarber) and **Kadus Professional** Design Team Member Kenny Collins (@kenstagram) for their takes on “man color.”



Bold men's hair color from Redken

PHOTOGRAPHY: COURTESY OF REDKEN

Q What are the main differences to take into consideration when coloring men's hair versus women's hair?

SG: Overall, men prefer more natural looks that don't feel “colored”—especially if they're trying to blend grays or add depth. But nowadays, there is also a new wave of men wanting to make a statement with platinum, vibrant or pastel hair.

MP: Men don't come in as often for color as they do for cuts, so it's smart to give them something that looks natural as it grows out. If it's a short cut, I like to concentrate color on the longer pieces on top, accentuating texture and achieving a seamless grow out.

KC: I think the main difference is maintenance and softness. Male clients don't want to color their hair that often. And, they tend to want a look that's carefree. Soft highs and lows make for easy grow out. Subtlety is key—be it camouflaging grays, adding “guy lites” or a glossing service.

Q What makes today's “man color” different from older versions?

SG: The results don't look as drastic or solid as they did in the past. For example, **Redken For Men Color Camo** blends the gray away and leaves no strong regrowth. It looks just as natural after three weeks as it did on day one.

MP: If you look at the history of men's color, businessmen were not afraid of covering up their gray hair with a darker natural color in the '50s and '60s. Now the “modern man” is more attracted to gray blending, or, if they are more fashion forward, incorporating a pop of color.

KC: Highlights are more sun-kissed. Some men are even letting gray hair pop in certain areas, using the grays to their advantage. And, newer comb applications are giving softer results than classic gray coverage application.

Q Is there a specific “man color” technique that you'd like to share?

SG: I like to start lighter and use medium ash and light ash mixed together. A hot tip is to look at your client's eyebrow color—which usually still has pigment in it—to determine if he should be ash or natural. If there is any sign of warmer hair tones in the brows or beard, I would use natural instead of ash for the most natural-looking color service.

MP: The trick is to balayage color into men's hair so there is no distinct line as the color grows out.

KC: “Manlayage” is my favorite. The difference between a balayage and a “manlayage” is the size of the sections. I take smaller, thinner sections and vary where I begin on the hair strand. I like to use **Kadus Blonding Powder** for the very fine highlights. Then tone with **Kadus PP Intense Blue Mix Tone**. And finish with an overglaze of **Kadus Demi-Permanent Hair Color**.



Natural-looking results with Collins's foolproof technique



REDKEN

For Men Color Camo 5 Minute Custom Gray Camouflage

was formulated specifically for men and allows the colorist to customize how much gray the client wants to blend away, revealing younger-looking hair color in just five minutes.



PAUL MITCHELL

Flash Back 10-Minute Demi-Permanent Color for Men

fully processes in just 10 minutes, conceals grays in a full range of tones, fades out gradually in six weeks and has a fresh, minty fragrance.



KADUS PROFESSIONAL

Demi-Permanent Hair Color

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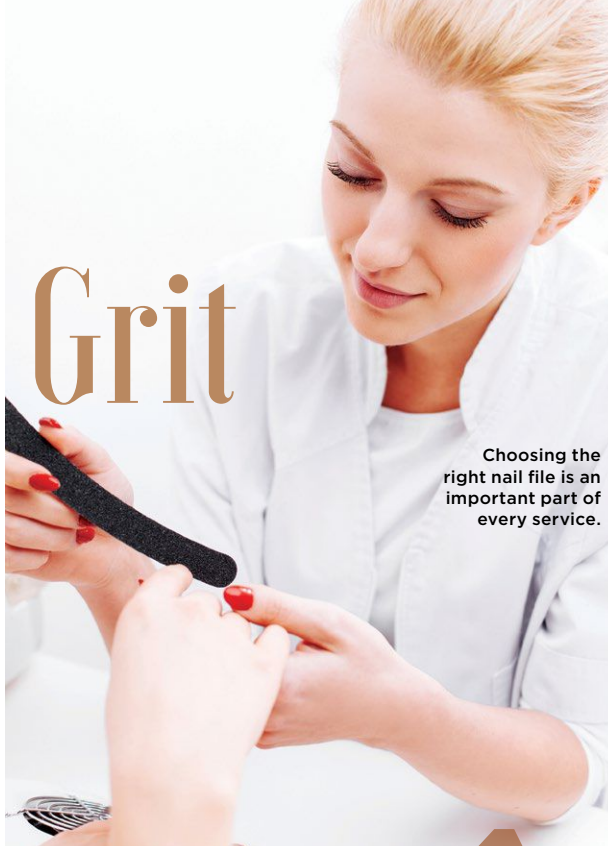


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GLASS, EMERY, METAL: THE EXPERTS WEIGH IN ON THE DIFFERENT TYPES OF NAIL FILES AND HOW TO USE THEM.



Choosing the right nail file is an important part of every service.

WRITTEN BY Kamala Kirk

On File

From shaping to buffing, these nail files have you covered.

1/ OPI

CRYSTAL FILE is ideal for natural nails and prevents nail chipping and peeling. The nonporous glass surface can be sanitized and disinfected between services.



2/ Spillo

STARRY NIGHT FILE pushes back cuticles and removes grime easily. The file comes in a sleek translucent case for added protection.

3/ Artistic

GRIT BUFFER PERFECT finishes buffing the artificial nail and removes demarcations on the surface.

4/ Tweezerman

FILEMATE NEON HOT NAIL FILE features 100/180 grit for medium sanding of acrylic nails and filing of natural nails. Comes in three fun color combinations.

5/ Hand & Nail Harmony

240 THIN WOODEN FILE lasts three times longer than most nail files and is ideal for shaping the natural nail.



WITH ALL THE NAIL FILE options available, it's important to know when and how to use them on clients. Gino Trunzo, Director of Education for **Essie**, always keeps a traditional metal nail file handy for sharpening orangewood sticks to a finer point for precision when pushing back cuticles or cleaning up polish if it touches the skin. He also prefers to use white or silver nail files, which keep manicures looking clean and fresh. "Black or colored files can leave a residue and cause the manicure to look dirty," says Trunzo. "I also use sanitizable nail files like Purifiles, or pre-wrapped files intended for one-time use."

The **Essie** Education Professional team uses 180/240 grit files that are suitable for natural nails—gentle enough to prevent fraying, yet strong enough to create different shapes and lengths. "The lower the grit, the coarser the file," says Trunzo. "Eighty up to about 120 grit files are very coarse, 180 to 240 grit are considered medium files, and buffing files can go into the

thousands when it comes to grit." Keep in mind that all filing and shaping should be done after sanitizing clients' hands, which is when Trunzo applies **Essie Apricot Cuticle Peel** and **Essie Apricot Cuticle Oil**, finishing with **Essie Many Many Mani Intensive Hand Lotion** for a hydrating feel.

At Base Coat Nail Salon, nail techs use glass files for all services. "They seal the keratin layers together at the edge of the nail, preventing chipping and peeling," says Shelly Hill, General Manager at Base Coat DTLA. All clients are encouraged to purchase a Base Coat glass file to take home so that they can maintain a clean edge between manicures. Looking for other creative uses? "Glass files come in handy for smoothing out babies' nails so they are less apt to scratch themselves, and are less risky than using clippers," says Maddie Costigan, Lead Manicurist at Base Coat LOHI in Denver, Colorado. "Additionally, they can be effective at smoothing out pulls on your favorite sweater, or sharpening a lip or eye pencil to a point without wasting a lot of product."



Gino Trunzo

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A client receives a Repêchage treatment

PHOTOGRAPHY: COURTESY OF REPÊCHAGE

Let's Clear Things Up

CORRECTLY IDENTIFYING ROSACEA AND ECZEMA IS THE KEY FOR TREATMENT.

ROSACEA AND ECZEMA are often mistaken for one another or confused with other maladies altogether. And as frustrating as these skin conditions can be for clients, it can be just as frustrating for estheticians to figure out how to help. Knowing the difference between the two is the most important way to treat these conditions. Lydia Sarfati, Repêchage CEO and Founder, gives us a quick guide.

Q What should estheticians look out for as the telltale signs?

A Often mistaken for acne and mistreated as such, rosacea is typically diagnosed based on red facial skin—marked by easy blushing, which sufferers may not at first think is a skin disorder. It often also involves the eyes. The problem can begin with the eyes, which is another cause for misdiagnosis. Symptoms include dry, irritated, swollen and red eyelids, conjunctivitis and inflammation of the cornea and iris.

Eczema, on the other hand, can present with itchy, inflamed skin that may be present on the face, inside of the elbows, backs of the knees or may even cover the whole body. When eczema is caused by an irritant, there may also be burning and itching in the area of contact. With allergic contact dermatitis, besides redness and itching, there may be swelling and fluid filled blisters.

Q Is there a time of year when you see more clients suffering from rosacea and/or eczema?

A For rosacea, summer is the worst season. The heat increases flushing and aggravates the skin. At the same time, high indoor heat in the winter can trigger flare-ups. With eczema, clients may experience more issues in the winter. Retaining moisture in the skin is key. During the winter, there's lower humidity, causing moisture to evaporate more quickly, which can trigger flare-ups.

Q Any tips for estheticians treating rosacea and eczema?

A When providing facials, I recommend estheticians avoid hot steamers, brushing, scrubs, microdermabrasion or harsh peels. Don't massage the skin with your hand as this can create flushing. Cold masks, such as seaweed gel masks, are very hydrating and cooling. The more hydrated the skin is, the more translucent it becomes, helping to reduce the signs of irritation. Stay away from aromatherapy and perfumes.

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BETTER BUSINESS

Taking the blow-dry bar concept to the next level, the ab Style Bar offers hair, nail, and lash and brow services.

IDEAS THAT INSPIRE SUCCESS

WRITTEN BY Amy Dodds

RAISING THE BAR

THE THOUGHTFUL REMODELING OF THE ADAM BRODERICK SALON & SPA IN SOUTHBURY, CONNECTICUT, EMBRACES COMPETITION, COMFORT AND TECHNOLOGY.

As the owner of two salons in southwest Connecticut—one of which is a whopping 12,000 square feet in size—and a longtime member of the elite salon organization **Intercoiffure**, Adam Broderick knows a thing or two about how to run a salon. What's more, he isn't afraid of some healthy competition. With the continued expansion of blow-dry bars in the area, Broderick decided to incorporate his own version into his newly redesigned Southbury location, but with an emphasis on quality service. "Beauty and lifestyle continually evolve, and so do salons and services," Broderick says. "As industry innovators, we decided to open the ab Style Bar, which takes the simple blow-dry bar concept to the next level, offering more service, more choices and a world-class blow dry."

Broderick teamed up with beauty innovator Gail Federici to introduce the **Color Wow** line to the new ab Style Bar—but the "Wow" blow dry service isn't the

only offering on the menu. The ab nail bar offers express polish services along with traditional manis and pedis, while the ab boutique offers lash and brow services, not to mention a curated collection of fashion accessories, gifts and beauty brands tested and recommended by the salon.

The ab Style Bar was only one part of the thoughtful renovation of the 5,000-square-foot salon. Working with Doyle Coffin Architecture and interior design firms Sheridan & Co. and Pam Gugliotta of PG Interiors, Broderick decorated the space in a soothing palette of platinum, chocolate brown and creamy white with pops of chartreuse. "Adam Broderick Salon & Spa is well known and sought after for its high quality services and aesthetic," says Broderick. "This renovation enhances our hair, style and nail service areas with new design and lighting, and also ramps up the client experience with technology amenities that include a tablet check-in system, strategically located charging stations, high-speed Wi-Fi and a digital video wall." Yet, even with all these enhancements, some things still remain the same: "Complimentary freshly brewed Starbucks coffee and wine are always available," Broderick says with a smile.

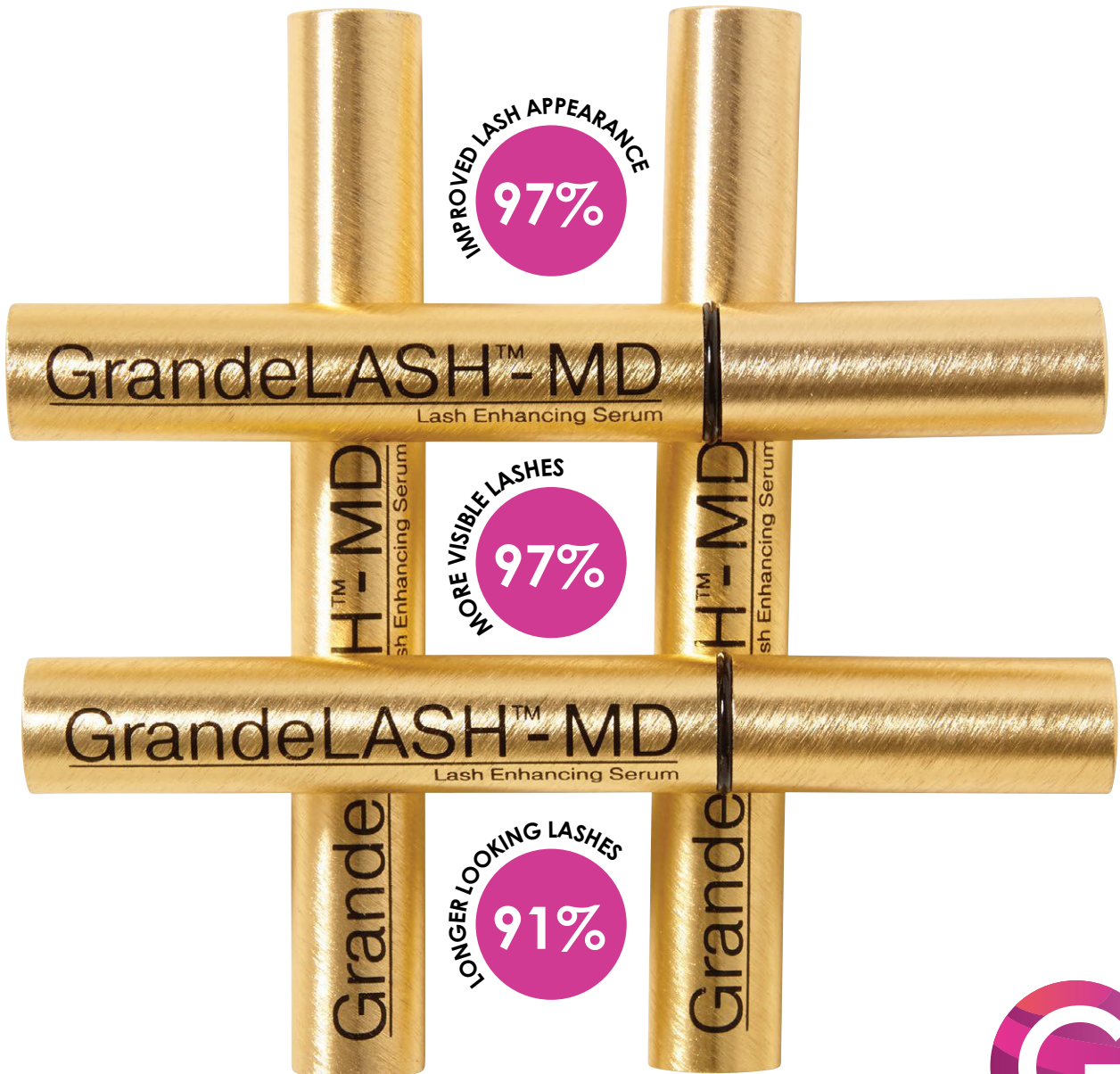
Salon owner Adam Broderick owns two salons and employs more than 200 professionals.

PHOTOGRAPHY: COURTESY OF ADAM BRODERICK SALON & SPA

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COME TOGETHER

AMERICAN SALON CHATS WITH COSMOPROF'S FIRST-EVER ARTISTIC TEAM

PHOTOGRAPHY: COURTESY OF COSMOPROF

Courtney Bright, Senior Social/Digital Editor, talks with the new **CosmoProf**

Artistic Team—five socially savy stylists who are the voice of the **CosmoProf** community, acting as their “people on the street.” Say hello to Larisa Love (@larisadoll), Christina Kreitel (@christinakreitel), Jacob Khan (@jacobhkhan), Lo Wheeler (@lo_wheelerdavis) and Philip Ring (@phildoeshair).



Larisa Love



Christina Kreitel



Jacob Khan



Lo Wheeler



Philip Ring

Q You have a large, engaged following. How do you maintain your engagement and continue to grow your audience?

LL: It's important to stay consistent with your brand and connect with your audience.

CK: Consistency and interaction! My followers are doing me the courtesy of being engaged with my life and career; I owe them my time.

PR: I post as soon as I get a finished look, but always keep the best photos for my prime posting times.

Q In terms of social media, what is the best advice you have received?

JK: Just be yourself and you'll receive the best results. People can tell if you're trying too hard or not being genuine.

CK: Popularity is like a padded bra. You may look well endowed but it doesn't change reality. Don't focus on the number of followers, but on the quality of the followers, as it's better to have fewer followers who turn into paying clients.

PR: Follow the 80/20 golden mix of business and personal posts. Oh, and don't post more than three photos in an hour.

Q What has been your most rewarding opportunity to come from social media?

JK: Social media has really put a jet engine behind my books in the salon. It made it possible for me to be more confident, open my salon and start strong with more than one chair full.

LW: I think the opportunity to work with the **CosmoProf** artistic team is actually a career game changer for me! I can't say enough how grateful I feel to be part of the team.

Q CosmoProf just launched their first app. How does that change the game for you?

LL: I have an easy way to store all of my client's formulas, and sending out product recommendations has never been easier. It's so great!

LW: As a minimalist, I love being able to keep my product inventory small in the salon. The app enables me to recommend any product I want to my clients, and have it sent straight to their home. This is a huge tool for me.

CK: It's a one-stop shop for me and I love it!

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EASY EDUCATION

WANTING TO PROVIDE SUPPORT to salon owners who may not have the time or resources to train their staff, former Sassoon Academy Senior Creative Director Sally Rogerson created the **S•R Education Virtual Classroom**, which covers everything from the initial consultation to maintaining a loyal clientele. A monthly subscription provides unlimited access to cutting classes, theory lectures, knowledge quizzes and more. Stylists can also tune in weekly for live cutting demos and learn Rogerson's tips and tricks. "I believe in high-quality education for all, and to me that's all about accessibility," says Rogerson. "The live demos and Q&A sessions allow independent stylists to connect not only to me, but to other stylists. We're creating a community." —K.K.

The S•R Education Virtual Classroom



FIVE-STAR SERVICE

TIRED OF THE WORK INVOLVED with tracking various promotions at her salon The Wild Hair in Fox Lake, Illinois, Dina Piazza turned to **FiveStars**, a loyalty program that tracks client visits, birthdays, spending habits and purchase history. Now her salon clients simply enter their phone number into a tablet in the reception area and FiveStars does the rest. Clients love it because for every dollar they spend, they earn points that can be redeemed toward special prizes. And Piazza loves it because she can focus on her clients' hair and not the statistics. "Now I can track my clients' wants and needs better and more efficiently," says Piazza. "I can even send custom promos to select individuals if I want to entice them into the salon for things they already like." Visit fivestars.com for more info. —K.K.



PHOTOGRAPHY: COURTESY OF SALLY ROGERSON (EASY EDUCATION); DINA PIAZZA (FIVE STAR SERVICE); COSMOPROF (THERE'S AN APP FOR THAT)



THERE'S AN APP FOR THAT

COSMOPROF APP

FEATURED ATTRACTIONS Built for the modern beauty professional, the **CosmoProf App** is tricked out with multiple features in one convenient space, allowing stylists to spend more time focusing on their clients and their craft. Specialized menus make processing payments easy, and stylists can store client info, photos and more. Users also have the ability to create a customizable schedule and digitally recommend products to clients.

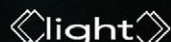
WHY YOU'LL LOVE IT The app syncs directly with iOS and Google calendars, which makes setting up appointments and keeping track of your schedule easy. The first \$1,000 worth of payments is processed for free, and users can even see their clients' entire "Hairography"—the photographic history of their visits. Plus, Loxa Scripts enable stylists to recommend products to their clients via text message or email and earn a commission. Other highlights include exclusive how-to videos and step-by-steps from favorite artists and manufacturers, as well as exclusive offers and coupons from CosmoProf and top beauty brands. The app is available for free on the App Store and Google Play. —K.K.

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Strobing, contouring and accentuating—sure these techniques are wildly popular makeup trends, but **Matrix SoColor** is making them integral concepts for hair color. “We’re taking what makeup does for the face and pushing it to the next level with hair color,” says Robert Santana, **Matrix** Global Artistic Director. “Where you’d put the highlight with makeup, that’s where we’re going in with a lightener and strobing with hair color. It’s light diffusing, just like it is with makeup.” As for the newest, hottest **Matrix SoColor** shades, they’re lifted right off the makeup palette—sun-kissed bronze, rich mocha with a hint of red and cool rose-toned violet—making **Matrix SoColor** the new “makeup” for hair.

MAKEUP *Assignment*

Matrix Celebrity Stylist George Papanikolas and Global Artistic Director Robert Santana open a whole new world of hair color with Matrix SoColor, showcasing makeup-like shades and precise feature-enhancing application.

PHOTOGRAPHER **Amber Gray**
EDITOR **Andrea Dawn Clark**
LEAD HAIR STYLISTS **George Papanikolas,**
Robert Santana, Victoria Yermchuk
MAKEUP ARTIST **Mykel Renner**
FASHION STYLIST **Rod Novoa**

MOCHA magic

This hair color creation was all about the deep mocha-red lip seen on the runways, celebrities and social media. “We took that trendy deep plum and berry lip color—which sometimes looks almost black—and translated it onto the hair canvas,” says Santana. At the salon, model Carmen was worried about bleach being put on her naturally curly hair. But Santana assured her that wasn’t going to happen. “With this color there’s no need to pull out the bleach,” he explains. “We went two levels lighter, creating a subtle tone-on-tone hue. It’s like putting on a really soft whisper of highlighter first, then going in with the mocha-red tone.” As for his makeup-like application, Santana played up the model’s eyes and even enhanced her natural widow’s peak.

First Look

For her style (*opposite page*), Santana curled the hair throughout with a 1-inch iron, leaving two inches straight for a modern vibe.

Second Look

Santana took Carmen’s boho-chic style to another level with his second look. He lifted a diamond section of hair at the top of her head and made a loose fish braid to create height and playfulness.

Mocha-red

Matrix SoColor formula

Clear .5g, 5VR .5g, equal parts 10 volume, BOND Ultim8 System.

ASSISTANT HAIR STYLISTS: DANIELLE DEVITO, AMANDA EPSTEIN CLOTHING COURTESY OF: TIBI, BCBG, DIOR, GALVAN, HALSTON AND VALENTINO



BRONZED beauty

Sun-kissed makeup palettes are everywhere right now. People love that “I’ve just been on vacation” glow. And, with Alli’s skin tone and freckles, a copper bronze shade would look better than a true red. **Matrix** Celebrity Stylist George Papanikolas used her underlying natural red pigments to give the color vibrancy and longevity. “Everyone’s hair has red undertones, why not use them in your favor?” says Papanikolas. “It’s all about balance, with a deeper bronze at the roots and bumping up the color a full level at the mid-length and ends.”

First Look

For her style, Papanikolas went super glam, old Hollywood, with a classic marcel wave. To give the hair extra body, he brushed through the waves with **Matrix Style Link Mineral Airy Builder Dry Texture Foam**.



Second Look

Alli's second look was a more youthful, straight up "cool girl" style. Papanikolas first did a flat-iron wave. Then he took a 1-inch iron and bent the hair back and fourth, leaving the ends with a rougher texture.

Blended-bronze

Matrix SoColor formula

7CG with 30 volume, 8C with 40 volume, BOND Ultim8 System.



COOL Confidence

Just like a makeup artist zeros in on a model's best feature, Santana decided this model's hair color had to play up her eyes. "Ekaterina has the most beautiful coolness in her eyes," says Santana. "Knowing this, we went in and strobed with peaks and valleys, creating highlights near her eyes, accenting them like makeup." The cool violet shade was customized to her skin tone, giving a soft whisper of color that felt nuanced yet organic.

First Look

Matrix Master Artistic Educator Victoria Yermchuk added a bit of texture with an iron and sectioned the hair ear-to-ear. She then created a Dutch braid at the top of the head, opening it up and deconstructing it for added width.



Second Look

After taking down the braid, Yermchuk knew exactly what to do for her model's second style. "The hair was speaking to me," says Yermchuk, "it wanted even more volume." To create this pumped-up beach wave, Yermchuk started at the regrowth, taking small sections and wrapping them around the curling iron. But before she wrapped each section, she applied **Matrix Style Link Mineral Airy Builder Dry Texture Foam**, giving the hair added body, texture and movement.

Cool-lavender

Matrix SoColor formula

11P .5oz, 9P .5oz, 11A .5g,
3VR .2g, equal parts 10 volume,
BOND Ultim8 System.

WRITTEN BY Amy Dodds

Hot STUFF

Inspired by the groundbreaking looks of the 1970s, Pai-Shau's first signature cut and style collection unleashes timeless attitude.

≥CHER

With long, mermaid-like hair, Cher is the embodiment of effortless chic. "This hair is the epitome of Pai-Shau—ultimately healthy and shiny," says Director of Education Amy Stollmeyer. After a series of Supreme Revitalizing Mask treatments prior to the shoot, Creative Director Felix Fischer layered in Biphase Infusion before and after flat-ironing for reflection and movement.

PHOTOGRAPHER **Sabine Liewald** CREATIVE DIRECTOR **Felix Fischer**
MASTER COLORIST **Rob Pizzuti** DIRECTOR OF EDUCATION **Amy Stollmeyer**
PRO ARTIST **Alexandra Rochon** MAKEUP **Delia Lupan**

the 1970s

were a time of decadence, of experimentation, of individuality—and the dance floor was where it all came together. In Pai-Shau's latest collection *Studio: Five Four*, Director of Education Amy Stollmeyer and Creative Director Felix Fischer imagine a night in the life of the disco haven Studio 54. Channeling seven '70s icons—David Bowie, Cher, Pat Benatar, Stevie Nicks, Jim Morrison, Debbie Harry and Mick Jagger—the looks explore the era's versatility in cut, color and style.

"This collection is all about wearable, gender-friendly, relevant iconic looks," says Stollmeyer. From glam rock to androgynous to boho looks, each of the styles in the collection features natural movement and is easily wearable. That's the way we like it.

≥BOWIE

Chameleon, visionary, artist: Bowie broke all the rules. In this look, which channels his Ziggy Stardust days, is a diffused undercut with lived-in layers. **Royal Abundance Mousse** acts as a base before rough-drying and hand-styling, then hair is finished with a mist of **Sublime Hold Hairspray**.





≥ STEVIE AND DEBBIE

Stevie Nicks and Debbie Harry were known for their flaxen hair, but each icon represents a different style from the decade. Stevie's long gypsy waves were primed with **Biphasic Infusion** then separated and polished with **Style Soufflé** before being misted with **Sublime Hold Hairspray** for moveable hold and texture. Meanwhile, her hair color is "for the client who is never blonde enough!" exclaims Pai-Shau Master Colorist Rob Pizzuti. Debbie's playful, shattered bob employs custom cutting techniques designed by Fischer, who used **Style Soufflé** to hydrate and soften after flat-ironing.



≥ JAGGER

Before there was gender fluidity there were '70s vanguards who sported gender-bending looks. With Jagger, a universal bowl cut offers a fresh, lived-in appearance. "There's a sweetness to the look matched only by its toughness," explains Fischer, who primed the style with a few pumps of **Biphasic Infusion** before combing through **Royal Abundance Mousse** and rough-drying with hands for a tousled appearance. Pizzuti created a special sectioning technique he calls **Convertible Colour**. "The sectioning gives options of exposing more medium-lights for subtlety or more highlights for drama," he explains.



≥PAT

The shag gained a foothold with 1970s rockers, and Pat Benatar was no exception. For this strong look, hair was primed with Biphase Infusion and layered with Style Soufflé for a sleek finish. Pizzuti used three different color formulas in a star paneling pattern. "I love the look of warm and cool tones playing off each other," he says. "The violet reflects beautifully in daylight and gives a subtle glow when indoors or at night."



≥MORRISON


Poet and free-thinker, Jim Morrison was known for his charisma and rebelliousness. The Morrison look is the yin to Pat's yang, explains Stollmeyer, who says that the hair was saturated with Royal Abundance Mousse then diffused for texture and shine.

REAL STORIES

WRITTEN BY Amy Dodds PHOTOGRAPHY Pete Nguyen

FROM THE HEART

THE INDUSTRY REMEMBERS EDUCATION
GREAT FABIO SEMENTILLI, WHO
PASSED AWAY SUDDENLY IN JANUARY.

 **FABIO SEMENTILLI** died suddenly and tragically on January 23, 2017 at his home in Woodland Hills, California. The 49-year-old **Coty Professional Beauty** Vice President of Education was a mentor and educator to thousands of hairdressers across the globe, beloved for his big laugh and even bigger heart.

Born on July 13, 1967, Sementilli grew up in Toronto, ON, Canada, and was inspired to become a hairstylist by his sister Mirella, a stylist herself who later became his business partner. On January 20, 1987, he received his hairstylist certification and later owned two salons with his sister in Toronto. Looking for more challenges, Sementilli took to the competition circuit, where he proved a natural. He won many championships, including the Contemporary Classic North American Hairstyling Award in 2002 and Haircolor in 2004.

Nearly 10 years ago, Sementilli joined **Wella Professionals** and was able to realize his passion for not only aiding fellow stylists through education and inspiration, but also through real, tangible support. He was the guiding force behind Hairdressers at Heart, which offers scholarships, mentoring, childcare discounts and funding for stylist-selected causes. Through it all, his commitment to educating and uplifting the stylist was paramount.

In 2015, *American Salon* featured Sementilli in the video series, *Artist Stories*, in which he spoke about what he hoped his legacy would be. "I want to be remembered for the relationships I've built," he mused. "I want to be remembered for how maybe I've made people feel, in a positive light... I think at the end, people will remember how you make them feel, and I hope that I'm a positive influence on the folks that I meet every single day."



Fabio Sementilli

Sementilli is survived by his wife Monica, who also won a NAHA in 2004 in the Makeup category, and his three children, Gessica, Isabella and Luigi. He made an indelible impression on tens of thousands of hairdressers and industry peers, many of whom share their thoughts here. If you wish to honor his memory, please make a donation in his name to the Alzheimer's Association (act.alz.org) or the Red Cross (redcross.org).

I smile when I think about Fabio—he always had a smile, a giant laugh and a heart that was bigger than his personality. He was egoless, easy to work with and approachable. His legacy won't be forgotten, and certainly will not be easily replaced. — Steve Sleeper,
Executive Director, Professional Beauty Association



CLOCKWISE FROM TOP LEFT: Stephen Moody, Wella Global Education Dean, with Sementilli; Sal Mauceri (far left) and Sementilli present a Trend Vision award; you can't box Sementilli in; a still from *American Salon's* Artist Stories; with Wella Top Artist Nick Berardi, Sementilli's trademark laugh is pure joy.

FABIO IS A TRUE INDUSTRY GREAT. He has shared so much knowledge and inspiration with so many stylists from all over the world. Although working on different coasts for different brands, I have huge admiration for this gentleman. We met many times and I was fortunate enough to visit his house and eat dinner with his family. We are truly shocked and saddened. Rest in peace, Fabio. We offer sincere condolences to your family. We will miss you.

—Nick Arrojo, Founder of ARROJO

Fabio, your bright light and heart [are] now leading the squad of angels in heaven. I know you'll be looking over your family and loved ones. We were so blessed to have known you. —Marylle Koken, International Artistic Team Member for Sebastian Professional

Fabio was a fabulous man. He was one of the most respected people in our industry, not only known as a great educator, but as a really nice guy. There are few people in our industry that are legends while they're still alive. By gosh, he was one of them. —John Paul DeJoria, Co-Founder and CEO of John Paul Mitchell Systems

Fabio was a dear friend and we are devastated by his loss. Fabio was a celebrated hairdresser, an outstanding business executive and a passionate promoter of the salon profession.

His dedication to elevating the craft of hairdressing and his love for hairdressers made him an icon in the salon business. The entire industry mourns his passing.

—Salvatore Mauceri, Senior VP North America Professional Beauty and Global Nail at Coty

All of us at Pivot Point International are deeply saddened by the loss of one of our industry's warmest, brightest stars, Fabio Sementilli. Our thoughts and love go out to Fabio's friends, family, collaborators and to all the young industry professionals inspired by the man, his leadership and his

"YOU WILL BE SORELY MISSED, MY FRIEND, BUT NEVER FORGOTTEN."

—AUBREY LOOTS

work. Our hearts also go out to our brothers and sisters at Wella Professionals and Wella Education, who we know have lost a great leader, friend and a shining example of passion for our industry. —Pivot Point International, Chicago

You are the reason I am part of the Wella Tribe, and I will always and forever be grateful to you for believing in me. You will be sorely missed, my friend, but never forgotten. Thank you for pushing us to be the best team out there. We will always carry you in our hearts. —Aubrey Loots, Wella Professionals Top Artist

Fabio Sementilli was one of the good ones with a heart of gold. A leader passionately committed to the empowerment of hairdressers worldwide. He was larger than life. Kinder than kind. He cared deeply for those in his care, like great leaders do. He loved his family fiercely and always made sure we all knew how important they were to him. My thoughts, prayers and love go out to the Sementilli family, Wella/Coty family and to every human whose heart and hands Fabio touched. Your beautiful spirit will be missed Big Daddy, but never, ever forgotten. —Nina Kovner, Founder of Passion Squared

Devastated by your loss, comforted by your legacy, inspired by those you've brought along. Rest in peace, my dear friend. —Reuben Carranza, Group President, Luxury Brand Partners

May you rest in peace, my friend, as words cannot fully express the sorrow I feel. It's hard to forget someone who gave so much to remember. Fabio, may you always treasure the wonderful times you had with the beauty industry and the sincere passion you shared with all. You will be truly missed. R.I.P. "Big Daddy." —Sam Villa, Redken Global Artistic Ambassador

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—REAL STORIES

WRITTEN BY Kamala Kirk

CHICAGO SAYS
NO MORE

THE FIGHT AGAINST DOMESTIC VIOLENCE

→ IT ISN'T UNCOMMON FOR CLIENTS to confide in their hairdresser—even when it comes to things they won't reveal to anyone else, like domestic abuse. And because of this unique relationship, a new law passed recently in Illinois requires all hairdressers in the state to receive one hour of training on how to recognize the signs of domestic violence and sexual assault. In order to renew their license, stylists need to take training every two years. However, stylists are not required to report violence, and are protected from any liability.

Kristie Paskvan, Founder of Chicago Says No More—an organization that helps raise awareness about domestic abuse—approached Senator Bill Cunningham and Representative Fran Hurley last year and suggested the idea of training salon professionals. Paskvan was inspired to launch the organization after working on a rape hotline and witnessing other situations of domestic abuse. “There are so many women who are abused, and I wanted to start a conversation,” says Paskvan.

Governor Bruce Rauner signed the final version of the law this past August, and while it does not require stylists to act on any suspicions, the legislation does provide resources that they can share with clients who are potential victims—a first step in providing help. “One of the things about salon professionals is that they have a very intimate relationship with their clients and always want what’s best for them,” says Paskvan. “I don’t know if you can apply this to many other professions, so we felt that the salon professional is the perfect place to start.”



Salons Against
Domestic Abuse

PBA Offers Support

The Professional Beauty Association (PBA) Foundation fully supports the Illinois initiative, and their special CUT IT OUT program is dedicated to helping salon professionals recognize signs of domestic abuse. “We have long understood the influential role stylists play in our clients’ lives,”



Steve Sleeper

says Steve Sleeper, Executive Director of PBA. “CUT IT OUT builds awareness and provides invaluable training to salon professionals to recognize warning signs and safely refer clients, colleagues, friends and family to critical resources.” CUT IT OUT training is available at no cost to salon professionals. For more information, visit www.probeauty.org/cutitout.

Join the Network

PROBEAUTY.ORG/JOIN

Hair by 2016 NAHA Finalist Vivienne Mackinder

The Professional Beauty Association exists to elevate, unify and serve the beauty industry and the professionals who improve people's lives.

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Learn more at probeauty.org/join



Abbie Porche

Abbie Porche Joins ALOXXI

Aloxxi is pleased to announce that Abbie Porche has joined as the company's new Director of Sales. A beauty industry veteran, Porche has held prominent roles at Sexy Hair, Schwarzkopf and Salon Service Group. Porche has developed leadership experience in B2B sales management, business development, merchandising, brand marketing and education industries, all of which will enable him to grow **Aloxxi's** business. "I have almost three decades of industry experience from working in the salon to distribution sales, manufacturer sales and management," says Porche. "I am so excited to join a team that lives by the company's core values—fashion, food, fun and family—and share the **Aloxxi** experience with hairdressers worldwide."



Nuri West and Laura VanderMoere

WAHL PROFESSIONAL Partners with Major League Barber

Wahl Professional announced its partnership with Major League Barber (MLB), strengthening professional opportunities in the barbering industry. Nuri West and his brother started MLB in 2001 to serve as a hub for barbers. West was introduced to Laura VanderMoere, Director of Education for **Wahl Professional**, via Education and Artistic Team member Garland "G-Whiz" Fox. As part of the new partnership, West and his team will host first-class events for barber-stylists, exclusively handling **Wahl** tools while reaching professionals who don't get exposure from major shows and classes. "We feel this partnership with MLB creates an extension of our Wahl sales and education team," says Lance Wahl, Global Vice President Professional Products, **Wahl** Clipper Corporation. "We are proud to be affiliated with them."

REPÊCHAGE HOSTS POWER LUNCH



Lydia Sarfati gives her presentation

Skincare company and manufacturer **Repêchage** hosted their annual networking Champagne Power Lunch at **Repêchage** Headquarters in New Jersey. The event aimed to provide inspiration and insights for better business in 2017, in addition to launching the new **Repêchage FUSION Face Mask Collection**. **Repêchage** CEO and Founder Lydia Sarfati gave a special presentation that included discussing masking as a sector of growth for the spa industry and tips on how to sell retail. Other guest speakers included Dori Soukup, President and CEO of InSPArition Management; Lois Christie, President and CEO of Christie & Co. Salon & Spa; and Lauren Snow of Associated Skin Care Professionals.



Charlie Le Mindu and Debbie Harry

HAIRDREAMS Showcases Stunning Creations

World-famous avant-garde artist and hair designer Charlie Le Mindu recently presented his unique **Hairdreams** creations for two live performances in New York and Miami. Debbie Harry was among the A-list celebrities who sported Le Mindu's creations at the events. Le Mindu is known for his eccentric, one-of-a-kind creations designed with **Hairdreams** hair. "**Hairdreams** continues to support me with amazing quality hair that is unmatched in the industry," says Le Mindu. "They continue to fulfill my extravagant requests for impossible hair accents, such as real gold plated hair or extreme hair colored strands. This elevated hair art allows me to live out my creative fantasies so perfectly."

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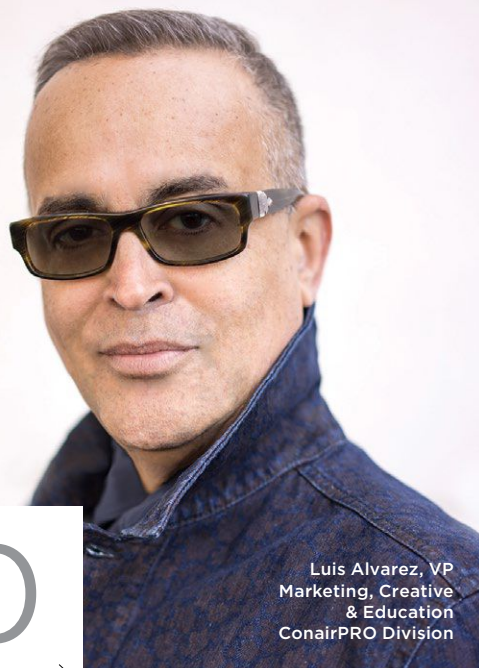


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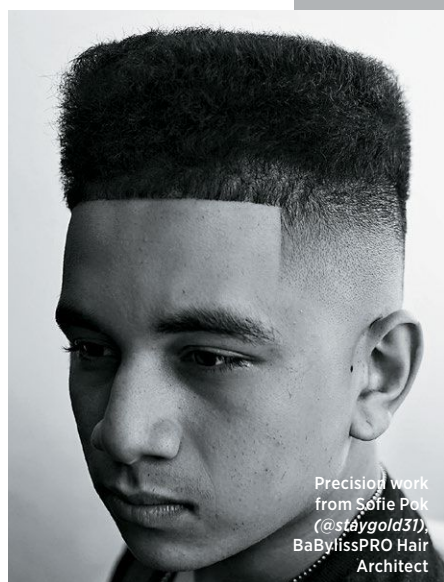
WRITTEN BY Andrea Dawn Clark

→ **WHEN IT COMES TO BLOW DRYERS**, clippers, curling irons and flat irons, it would be hard to find a hairdresser or barber who hasn't touched a **BaBylissPRO** tool. And there's a reason why: The company's founder has a strong commitment to giving the hairdressing community quality products that advance both their craft and their careers. We talked with Luis Alvarez, VP Marketing, Creative & Education **BaBylissPRO** Division, to get an inside view on this professional beauty company that's steeped in history.

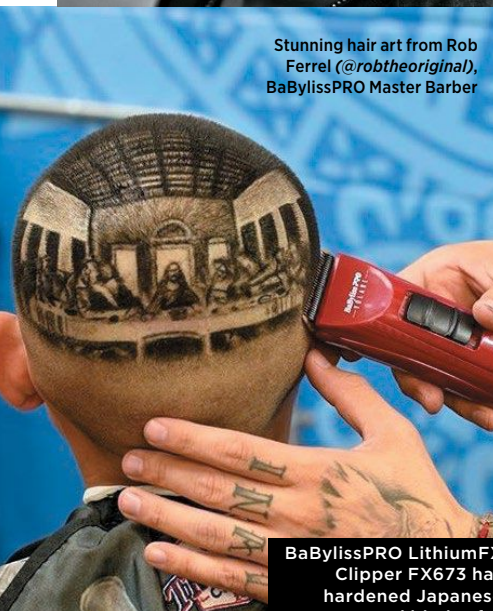
BABYLISPRO



Luis Alvarez, VP
Marketing, Creative
& Education
ConairPRO Division



Precision work
from Sofie Pok
(@staygold31),
BaBylissPRO Hair
Architect



Stunning hair art from Rob
Ferrel (@robtheoriginal),
BaBylissPRO Master Barber

**BaBylissPRO LithiumFX
Clipper FX673** has
hardened Japanese
steel blades for
effortless cutting.

Q **BaBylissPRO is such a technology-driven brand. What innovations can we look forward to seeing?**

A Conair Corporation Founder Lee Rizzuto believes in making quality the driving force behind the creation of every tool and product in the **BaBylissPRO** brand. The **BaBylissPRO Rapido Dryer** is the lightest, quietest, high performance, long-life professional blow-dryer available, and we designed this dryer to deliver the speed and performance today's professionals demand. We all know that in business, time equals money.

Q **What can we look forward to seeing in terms of education with BaBylissPRO?**

A In addition to delivering the highest quality precision-driven tools, at **BaBylissPRO** we want to help elevate the profession by marrying tool and technique through education. We've invested in the creation of our **Barberology** styling team with this goal in mind. You want to be the best? Learn from the best. Our **Barberology** styling team is composed of some of the most influential, inspirational and innovative artists in the world. Attend one of our **Barberology** educational events and I promise you, our team will take your skills to creative higher ground.

Q **What social media initiatives can we look forward to seeing from ConairPRO?**

A We use social media to showcase, elevate, inspire and connect with hair artists already within our professional space who are hungry for the latest

tools, products, trends and techniques.

We also utilize social media to amplify the voice of the entire community of hair artists. At the end of the day, for professionals, it's not who you know, but who knows you. Simultaneously, social media engages consumers, who are searching for hair artists and salons they can be confident will help them.

Q **What makes ConairPRO distinctive in the beauty world?**

A Success is seldom defined by one single element. It is always a complex fabric woven together by the efforts of many, but the key ingredient that makes our company unique is its heritage. Conair was started by Mr. Lee Rizzuto in 1959, and today he is still at the helm of the company he and his family built. He leads with the same intensity, passion, enthusiasm and dedication that made the company successful since the beginning. It's a privilege and an honor to help him realize his vision for our industry.

Q **What would surprise people to know about Conair?**

A In 1959, with a starting capital of just \$100, Mr. Rizzuto and his parents, Julian and Josephine Rizzuto, started a company in New York called Continental Hair Products, Inc., to market the hair rollers that his father had invented. Later that business became Conair, the most recognized name in the beauty industry. And the rest, as they say, is history.



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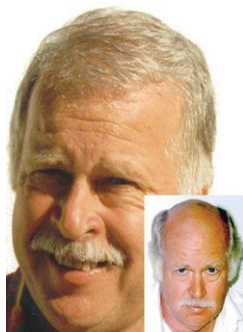


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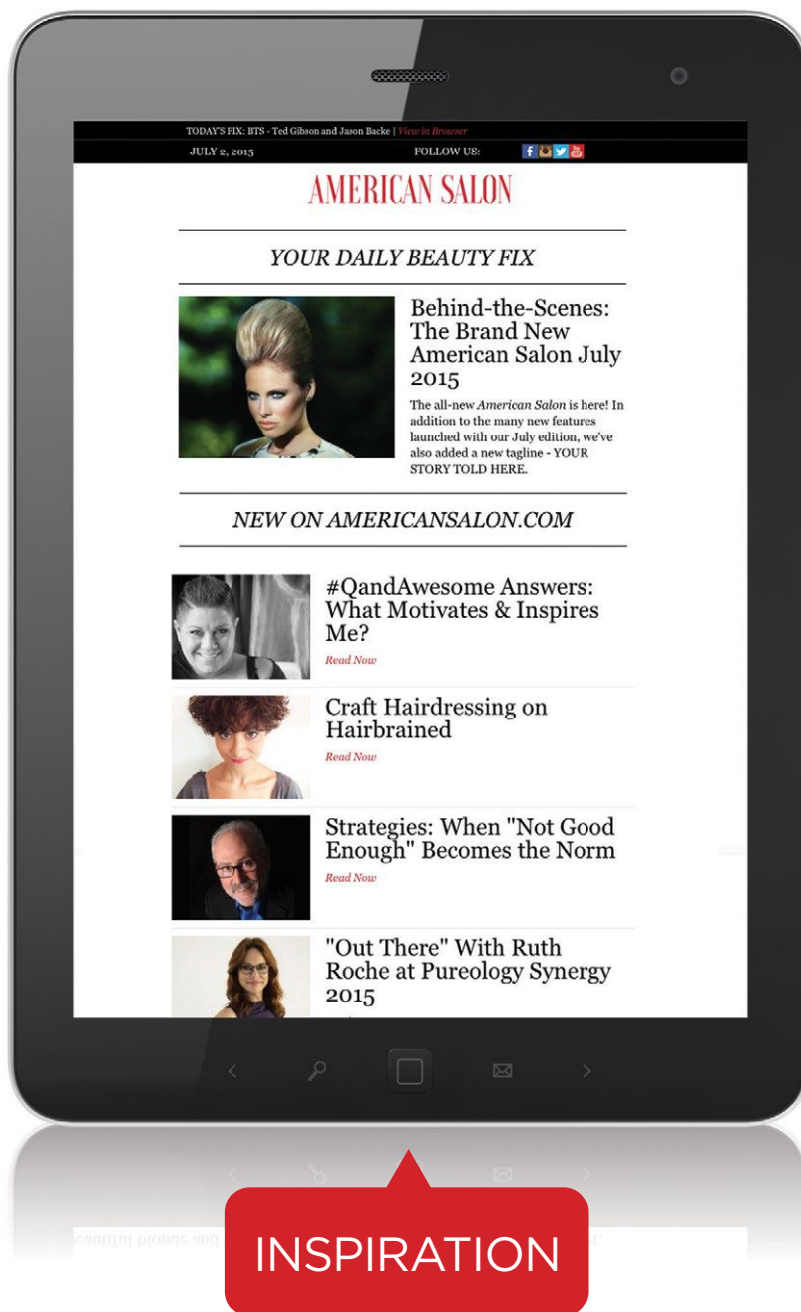
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AMERICAN SALON

American Salon (ISSN 0741-5737) is published monthly (12 issues) by Questex LLC, 757 Third Ave., 5th Floor, New York, NY 10017. Subscription rates \$44.00, 1-year, \$66.00, 2-year in the United States & Possessions; \$57.00, 1-year \$85.00, 2-year in Canada and Mexico; all other countries \$66.00, 1-year, \$99.00, 2-year. For air-expedited service, include an additional \$75 per order annually. Single copies (prepaid only): \$8.00 in the United States; \$10.00 in Canada and Mexico; all other countries \$12.00. Include \$6.50 per order plus \$2 per additional copy for U.S. postage and handling. Periodicals postage paid at New York, NY 10199 and additional mailing offices. Post Master: Send address changes to American Salon PO Box 1267, Skokie, IL 60076-8267. Canadian G.S.T. number: 840 033 278 RT 0001. Publications Mail Agreement Number 40017597. Printed in the U.S.A. Copyright 2017 by Questex LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including by photocopy, recording or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Questex LLC for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, phone: 978/750-8400, fax: 978/750-4470; call for copying beyond that permitted by Sections 107 and 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission requests to Wright's Media 877/652-5295. Unsolicited manuscripts, photographs, art, and other material will not be returned. Publisher assumes no responsibility for unsolicited manuscripts, photographs, art, and other materials. To order reprints contact Wright's Media 877/652-5295.

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James Pecis (@jamespecis), **Oribe Hair Care** Global Ambassador, plays word association with Executive Editor Andrea Dawn Clark.

Revolution

Now

Recess

How I'd describe my life.

Burning the midnight oil

I've already burnt out of the midnight oil. I've moved on to solar. There's no more midnight oil left.

Hula Hoop

Morning routine

Dr. Seuss

He's always been a substantial influence in my life. I give his books to my friends' kids all the time, but Dr. Seuss isn't just for children, he's for everybody.

Flesh

A beautiful thing, not something to be scared of.

T-shirt

I love old T-shirts, particularly band shirts from when I was younger. Recently, I found one from a band we opened up for when I was 16.

Luxury

Oribe. It's the luxury of my life.

Knot

This word gets me excited. I have books about different types of knots and I always enjoy learning new ways to tie knots and make knots.

Peace

Peace is possible. I have a peace button that I wear all the time on my coat—I actually stole it from my wife. It's from Yoko Ono's *Imagine Peace* exhibition. Peace really is possible, if we want it.

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